

Data Profiling & Audit Report

Audit Summary

Validation and Enhancement - PAF (Postcode Address File)	Records	%
Records correctly postcoded before PAF cleaning	3,099	98.07%
Records correctly postcoded after PAF cleaning	3,111	98.45%

Mover Tracing, Residency Verification & Teleappending	Records	%
Total records traced using NCOA Update - (National Change of Address). The redirection service from Royal Mail. We can provide a forwarding address for these records.	38	1.20%
Total records verified against Core - the largest UK consumer prospect pool providing access to the UK mass market - approximately 41 million records.	2,260	71.52%
Total records matched to BT OSIS - (Operator Services Information System) - the directory enquiries database, provided under license by BT.	1,911	63.38%

Suppressions	Records	%
Total records supplied	3,160	100.00%
User suppression file matches	N/A	-
Duplicate records - when matched at Address, Surname and Forename level.	13	0.41%
Deceased / Goneaway - records matched to industry suppression files.	131	4.15%
Mailing Preference Services - records matched to MPS or Baby MPS	217	6.87%
Records available for mailing	2,730	86.39%

Data Audit Costs for Sample Customer

Job: J00001 v1

Date Processed: 01/07/2013



Audit Detail

PAF Address Verification

The Postcode Address File (PAF) is a complete database of every address in the UK to which mail is delivered, together with its appropriate postcode. The database contains over 28 million addresses of consumers, businesses and other organisations. PAF is produced by the Royal Mail and is updated quarterly.

Address Matching	Processed	Matched	%
Address Verified (V) - Indicates how many of the records had the correct address before processing.	3,160	2,627	83.13%
Address Corrected (C) - Indicates how many of the records have been corrected in some way. This may be due to a misspelling, a missing locality or an out of date postcode.	3,160	125	3.96%
Premise Matched (P) - Indicates how many of the records have been matched at a premise level, but are missing a sub-building and therefore cannot be identified at a DPS level. These records will be mailable, but may require some intervention on the part of the postman.	3,160	60	1.90%
No Match (N) - Indicates how many of the addresses could not be found on PAF. Some of these records with a valid postcode may still be mailable, however they should be treated with caution.	3,160	348	11.01%

We recommend that you mail records with an address matching flag of 'V', 'C' or 'P' - these records have been verified as being on PAF and have the correct postcode. Records flagged with an 'N' may be mailable, but we have been unable to identify the address on PAF.

Postcode Quality	Processed	Matched	%
Postcode Verified (V) - Indicates how many of the records had the correct postcode before processing.	3,160	3,099	98.07%
Postcode Added (A) - Indicates how many of the records were missing a valid postcode and have had one added by the PAF processing.	3,160	0	0.00%
Postcode Corrected (C) - Indicates how many of the records have had their postcode corrected or updated as a result of the PAF cleaning.	3,160	12	0.38%
No Match (N) - Indicates how many of the addresses could not be validated at a postcode level. It is likely that these records are not mailable.	3,160	49	1.55%

Residency Verification

improveydata.com uses Core for Residency Verification. As the largest UK shared prospect pool, it combines Edited Electoral Roll data with data contributions from a wide range of data partners and client contributors to provide access to the UK consumer mass market - over 41 million records.

Residency Verification	Processed	Matched	%
Name Verified at Forename & Surname Level (1)	3,160	419	13.26%
Name Verified at Initial, Gender & Surname Level (2)	3,160	1,518	48.04%
Name Verified at Initial & Surname Level (3)	3,160	57	1.80%
Name Verified at Surname & Gender Level (4)	3,160	0	0.00%
Name Verified at Surname Level (5)	3,160	266	8.42%
Name Not Verified (0)	3,160	900	28.48%

Data Audit Costs for Sample Customer

Job: J00001 v1

Date Processed: 01/07/2013



Audit Detail

User Suppression, Deduplication and Mover Tracing

Service	Processed	Matched	%
User Suppression File - By uploading a user suppression file, records can be removed from the file prior to the standard suppression screening.	N/A	-	-
Deduplication - The removal of records that are the same as other records in the file, according to your chosen criteria. (Address, Surname and Forename)	3,160	13	0.41%
NCOA Update - (National Change of Address) - The National Change of Address file enables us to provide a forwarding address, where an individual has redirected their mail.	3,147	38	1.21%
Deduplication - (after NCOA Update)	3,147	0	0.00%

Deceased and Goneaway Screening

Service	Processed	Matched	%
Deceased Screening - Callcredit have access to a number of Industry leading deceased files including: The Bereavement Register from The REaD Group, Mortascreen from Millennium and The Deceased File from Callcredit.	3,147	6	0.19%
Goneaway Screening - Callcredit have access to a number of Industry leading goneaway files including: GAS from The REaD Group, Xpression from the DMA, Purity from Acxiom and NCOA Suppress from Royal Mail.	3,141	125	3.98%

Mailing Preference Services

Service	Processed	Matched	%
Baby MPS - The Baby Mailing Preference Service, a file containing details of individuals who have recently lost a baby or had a miscarriage.	3,160	0	0.00%
MPS - The Mailing Preference Service, a file containing individuals who do not wish to receive unsolicited direct mail.	3,160	217	6.87%

Data Audit Costs for Sample Customer

Job: J00001 v1

Date Processed: 01/07/2013



Audit Detail

Additional Processes

Service	Processed	Matched	%
Email Syntax Validation - The supplied email addresses have been checked to ensure they are in a valid format.	N/A	-	-
Salacious Word Screening - The supplied name and address lines have been screened to identify offensive words.	3,160	2	0.06%

Credit Services

Service	Processed	Matched	%
CallScreen - The supplied name and address records have been suppressed because a CCJ, BAI or IVA has been identified against them in the last 6 years.	3,160	80	2.53%

Data Audit Costs for Sample Customer

Job: J00001 v1

Date Processed: 01/07/2013



Audit Detail

Telephone Numbers

Service	Processed	Matched	%
Telephone Number Appending - BT OSIS * - The directory information database for the UK. You have searched the full OSIS database; DE/DQR entries - where we can append a number and XD entries - where we can only append a flag. (* our BT licence does not permit us to provide a breakdown of the matches at this stage. Once a job has been paid for, a new report will be available to download)	2,978	1,897	63.70%
Telephone Number Appending - BT OSIS (NCOA Update) - Forwarding addresses searched against BT OSIS. (Full file including XD entries)	37	14	37.84%
TPS * - Telephone numbers that have been registered by consumers who do not wish to receive unsolicited telemarketing calls. (* our BT license does not permit us to report on the TPS matches at this stage. Once a job has been paid for, a new report will be available to download)	-	-	-

CAMEO Profiling Results

CAMEO UK Groups

CAMEO allows you to segment and profile your customer and responder files to understand their key geodemographic, socio-economic, financial and lifestyle characteristics. Profiling in this way enables you to analyse the types of people held within your database and identify similar prospect groups.

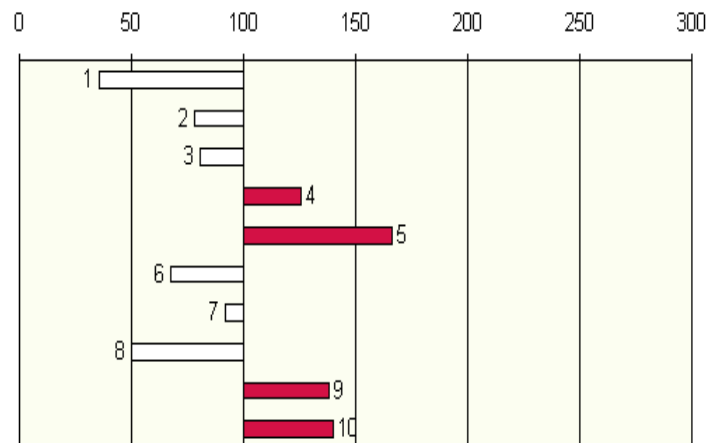
CAMEO UK Profile of your Customers



CAMEO UK comprises 10 key marketing groups. CAMEO UK profiles your customer data at postcode level to help you understand the consumer characteristics of the people who live in the neighbourhoods where your customers live.

CAMEO UK Group - Profile Table	Your Data		UK Data		Index	Z-Score
	Records	%	Records	%		
1: Affluent Singles and Couples in Exclusive Urban Neighbourhoods	35	1.12	1,331,621	3.16	35.39	-10.82
2: Wealthy Neighbourhoods Nearing and Enjoying Retirement	94	3.01	1,620,148	3.85	78.13	-2.73
3: Affluent Home Owning Couples and Families in Large Houses	303	9.69	5,058,435	12.02	80.65	-4.34
4: Suburban Home Owners in Smaller Private Family Homes	551	17.63	5,899,260	14.02	125.77	5.34
5: Comfortable Mixed Tenure Neighbourhoods	486	15.55	3,941,280	9.36	166.05	9.57
6: Less Affluent Family Neighbourhoods	302	9.66	6,017,787	14.30	67.57	-8.71
7: Less Affluent Singles and Students in Urban Areas	171	5.47	2,507,040	5.96	91.84	-1.16
8: Poorer White and Blue Collar Workers	237	7.58	6,373,058	15.14	50.07	-15.89
9: Poorer Family and Single Parent Households	468	14.97	4,553,273	10.82	138.40	6.55
10: Poorer Council Tenants Including Many Single Parents	479	15.32	4,612,238	10.96	139.83	6.81

CAMEO UK Group - Index Chart
1: Affluent Singles and Couples in Exclusive Urban Neighbourhoods
2: Wealthy Neighbourhoods Nearing and Enjoying Retirement
3: Affluent Home Owning Couples and Families in Large Houses
4: Suburban Home Owners in Smaller Private Family Homes
5: Comfortable Mixed Tenure Neighbourhoods
6: Less Affluent Family Neighbourhoods
7: Less Affluent Singles and Students in Urban Areas
8: Poorer White and Blue Collar Workers
9: Poorer Family and Single Parent Households
10: Poorer Council Tenants Including Many Single Parents



The bar chart shows the index values associated with each CAMEO UK Group relative to the UK. An index value of more than 100 indicates that your data is over-represented in that Group compared the national distribution of households. Groups with index values less than 100 are under-represented within your data compared to the national average. For example, an index of 120 means that your market penetration in that Group is 20% above average, while an index of 80 means the penetration of your customers is 20% below average.

Data Audit Costs for Sample Customer

Job: J00001 v1

Date Processed: 01/07/2013

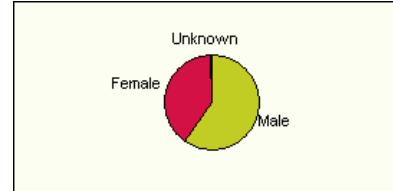


CAMEO Profiling Results

Gender Profile of your Customers

This section enables you to profile your data against Gender to identify whether your customers are male or female.

Gender - Profile Table	Your Data	
	Records	%
Male	1,900	60%
Female	1,245	39%
Unknown	15	0%



Geographic Profile of your Customers

This section enables you to profile your customers against the region of the UK in which they live.

Geographic Region - Profile Table	Your Data		UK Data		Index	Z-Score
	Records	%	Records	%		
East Anglia	0	0.00	1,681,728	4.02	0.00	-1,323.46
East Midlands	496	15.70	2,708,730	6.47	242.71	14.34
London	1	0.03	2,783,969	6.65	0.48	-206.01
North West	794	25.13	4,205,093	10.04	250.29	19.65
North	0	0.00	2,395,492	5.72	0.00	-1,593.65
Scotland	1,666	52.74	3,756,576	8.97	587.87	49.35
South East	1	0.03	9,841,965	23.50	0.13	-721.01
South West	0	0.00	3,541,577	8.46	0.00	-1,966.25
Wales	178	5.63	2,151,332	5.14	109.67	1.30
West Midlands	23	0.73	3,922,594	9.37	7.77	-56.63
Yorkshire and Humberside	0	0.00	3,913,756	9.35	0.00	-2,077.01
Northern Ireland	0	0.00	971,420	2.32	0.00	-997.15

Geographic Region - Index Chart
East Anglia
East Midlands
London
North West
North
Scotland
South East
South West
Wales
West Midlands
Yorkshire and Humberside
Northern Ireland

