

# Complete confidence in your data quality

## Clean, accurate and optimised data

**Put simply, if you don't look after your data, you can't look after your customers.** Data decay is inevitable. It is never static – every day people die, move house, change their phone numbers, or get added to TPS or MPS. Inaccurate customer data carries real risks; duplication of spend, waste of resources, lost opportunities and reduced reach and impact of communications. **Ultimately, using bad data will cost you money, damage your brand and make your customers think you don't care.**

Keeping customer data current and accurate is like hitting a moving target – every event and transaction creates new information that must be taken into account. **You need a data quality solution that is fast, accurate, using best-in-class reference files to ensure long-term accuracy.**

Once you make data integrity a priority, you can really get to know your customers and you have the **best possible foundation for profitable marketing activity.**

The award-winning data quality solution DataHealth® from Transactis combines **superior data matching with rapid processing power.** With DataHealth® you get the flexibility to de-duplicate at multiple levels, not just limited to household, family and individual. You get name and address data that is **complete, accurate, and correctly formatted.** We can identify movers and provide new address where available, remove deceased persons and flag anyone who is on MPS or TPS.

We can:

- Source the best available data at the best price
- Process high volumes of data with speed and accuracy
- Advise on ongoing data quality maintenance, we can review and refresh data as frequently as required
- Take data in any format
- Append new contact information such as email address

**With DataHealth® you can be confident your data is always in optimum condition and will provide the ideal starting point for intelligent, targeted communications.**

### Benefits

- Reduce wasted resource and duplication of spend
- Improve the reach, impact and quality of communications with better speed of delivery
- More accurate campaign targeting
- Clean and up to date data means more effective analysis and profiling
- Increase your customer insight and understanding
- Decrease customer churn
- Full data protection and legal compliance
- Reduce fraud risk through customer verification

## Client Data



### We Enhance

- To increase match rates and mailability
- Poor quality addresses can be dropped, flagged or enhanced



### We Match & Cleanse

- Minimises cost of suppression
- Internal duplicates flagged or dropped
- Movers identified, new addresses appended
- All addresses checked for mailability



### We Match with Suppression Files

- To reduce costs
- Drop or flag suppressions, e.g. deceased, poor credit
- We use industry-leading 3rd party suppression files



Optimised Data