

Client:

Job Name:

DATE:

Sample Client

Sample Job

04/04/2013



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JOB SETUP Number of Files Processed	TOTAL PAF VERIFIED	TOTAL ADDRESS RE-DIRECTIONS	TOTAL DUPES	TOTAL OTHER DELETIONS	TOTAL MPS	TOTAL GONE-AWAYS	TOTAL DECEASED
3	446,526	4,414	1,790	252	16	14,673	11,171

The Postcode Address File (PAF) is used to assess the quality of addresses within a file and update address elements that may be missing or incorrect.

Royal Mail's NCOA Update file will supply a forwarding address. This information is collected directly from the Redirection application forms completed by consumers who are in the process of moving home. Each year Royal Mail helps over 1.2 million people moving home redirect their mail.

System for removing names and addresses which appear in a list more than once.

System for removing blank addresses, overseas and generally poor addresses.

A list of names and addresses for consumers who have told the Direct Marketing Association (DMA) that they wish to limit the amount of direct mail they receive.

The GAS file is compiled from a reciprocal agreement with large direct marketing organisations.

Royal Mail's NCOA Suppress file provides details of goneaways from information collected directly from the Redirection application forms.

Experian Absolute Movers and Equifax disConnect are both sourced through their financial credit checking services.

* Mortscreen - List of deceased names sourced from probate.
* The Bereavement Register (TBR) - Sourced through funeral homes.
* disConnect Deceased - Equifax owned list sourced from financial info.
* NCOA Suppress Deceased - From the Royal Mail redirection data.
* MPS Deceased - People who have registered with the DMA
* National Deceased Register (NDR) - The only 100% fully validated deceased file on the market today. Of the 32,000+ records that we add to our file every month over 10,000 do not appear on any other file.

Input Details		Enhancements					Other Services				GoneAways Services				Mortality Services					Output		
Input Filename	Input Qty	Royal Mail				Equifax	In House			DMA	Royal Mail	Equifax	The Data Agency	Experian	Equifax	Royal Mail	The Ark	The Data Agency	DMA		Smees & Ford	
		Updated to PAF Standard (Partial & Full)	Unable to update to PAF Standard	NCOA Update Before Suppression*	NCOA Update After Suppression*	reConnect **	Internal Duplicates	External Duplicates	Other Deletions i.e. OS, Blanks etc.	MPS	NCOA Suppress GoneAways	disConnect & reConnect GoneAways	GAS	Absolute Movers	disConnect Deceased	NCOA Suppress Deceased	NDR	TBR	MPS Deceased	Mortscreen		
Pack A	410951	1108	4059	3245	2987	1024	790	100	112	12	600	7856	190	1540	570	100	1142	1342	57	3462	393078	
Pack B	20041	66	216	70	69	1	0	460	43	4	300	1424	100	434	453	0	814	123	43	1113	14730	
Pack C	20034	62	225	73	75	1	0	440	97	0	400	987	100	742	354	0	816	432	23	327	15316	
																					0	
																						0
																						0
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																						0
Totals	451026	1236	4500	3388	3131	1026	790	1000	252	16	1300	10267	390	2716	1377	100	2772	1897	123	4902	423124	
		0.27%	1.00%	0.75%	0.69%	0.23%	0.18%	0.22%	0.06%	0.00%	0.29%	2.28%	0.09%	0.60%	0.31%	0.02%	0.61%	0.42%	0.03%	1.09%	93.81%	

* Please note that the total number of "NCOA re-directions before suppression" may differ from the number of "NCOA re-directions after suppression". This is because a re-directed address was subsequently matched against a suppression file based on the new re-direction address.

** The number of Equifax reConnect addresses returned may drop slightly due to changes in the status of certain records with the list supplier.