

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