

# Affordable, Accurate Suppression Data

## SubtrAction from Transactis is uniquely sourced and cost effective

It's a fact – poor quality data costs marketers money. Data decay is inevitable and maintaining an accurate customer and prospect database can be a constant challenge.

An essential part of any data cleansing process is the identification (and removal) of goneaways. Transactis has developed SubtrAction, a new source of uniquely validated goneaway data that promises accuracy at a price that will reduce your suppression costs. Not only is SubtrAction a cost effective suppression solution, we also believe it can outperform competitor products due to the unique way we validate the goneaway information.

### Highly accurate

As well as being derived from multiple sources, there are a series of checks which help validate the accuracy of the goneaway further:

- Individuals are dropped from SubtrAction if they appear on the latest Edited Electoral Roll
- SubtrAction is validated against a universe of around 43 million mail-orders buyers and any individuals who have transacted within the last 12 months are removed from SubtrAction

### Volumes

The base of SubtrAction consists of circa 17.5 million records which go back over 7 years, meaning it can seriously reduce your suppression costs if placed at the top of the hierarchy. Quarterly updates to the files ensure it is constantly kept up to date.

## Benefits

- Over 17.5 million records on the file with quarterly updates
- Unique multiple source construction (in excess of 150 different sources)
- Validated against 2 industry-recognised residency databases
- Supplied without any up-front licence costs
- Priced highly competitively
- Excellent overlap with existing suppression files
- Enables better campaign targeting and results, plus full Data Protection Act compliance
- Reduces mailing wastage and improves campaign response rates and return on investment
- Helps you protect consumer data while using it responsibly

Client data



## SubtrAction

Multiple goneaway sources:

Validated against:

- Edited Electoral Roll
- TransAction\* (for any purchases within last 12 months)

*\* Our unique transactional database of around 43 million mail order buyers*



Data can be flagged or dropped



Optimised data

- Over 17.5 million records on the file
- Updated quarterly
- Built from over 150 different sources
- Unique validation against transactional data
- No up front licence costs