ROMAX

Data can make or break a marketing campaign

A guide to the Data Cleansing and Enhancement services we offer

Data Security

Firstly to give you peace of mind, the security and integrity of your data is paramount at Romax.

˝ We are Certified under ISO 27001 : 2005 Information Security Management System

˝ We also adhere to a very stringent Data Policy, that ensures data safety at all times.

˝ Our responsibilities under the Data Protection Act are fully understood.

˝ Romax is registered with the Information Commissioners Office

INVESTORS IN PEOPLE | Bronze

ISO 27001 REGISTERED FIRM

ISO 9001 REGISTERED FIRM

BSI UKAS

The Importance of data in today's world

˝ Marketing data is the information that helps you to build a sound knowledge of your customers and competitors.

˝ Data is like air for marketers: Whether B2C or B2B, What marketing done today is not data-driven?

˝ Data is a tremendously powerful tool that, if used properly, can create on-going, relevant communication, that people respond to.

The Inevitable change of the customer's data

˝ According to Office of National Statistics (ONS) Over 500,000 people pass away every year, 4,000,000 move Houses.

˝ Customer data deteriorates rapidly. In fact, if you fail to maintain it, you will find that much of it is useless within three years.

Importance of Data Cleansing to Business

˝ Bad data kills marketing effectiveness.

˝ The fourth data protection principle requires personal data to be accurate.

˝ Keeping your customer information accurate and up to date is vital. Failure to do so could result in costly and possibly embarrassing mistakes.

˝ You could be throwing money down the drain by attempting to reach people whose details have changed.

˝ Heaven forbid, you could even be trying to contact someone on the deceased list.
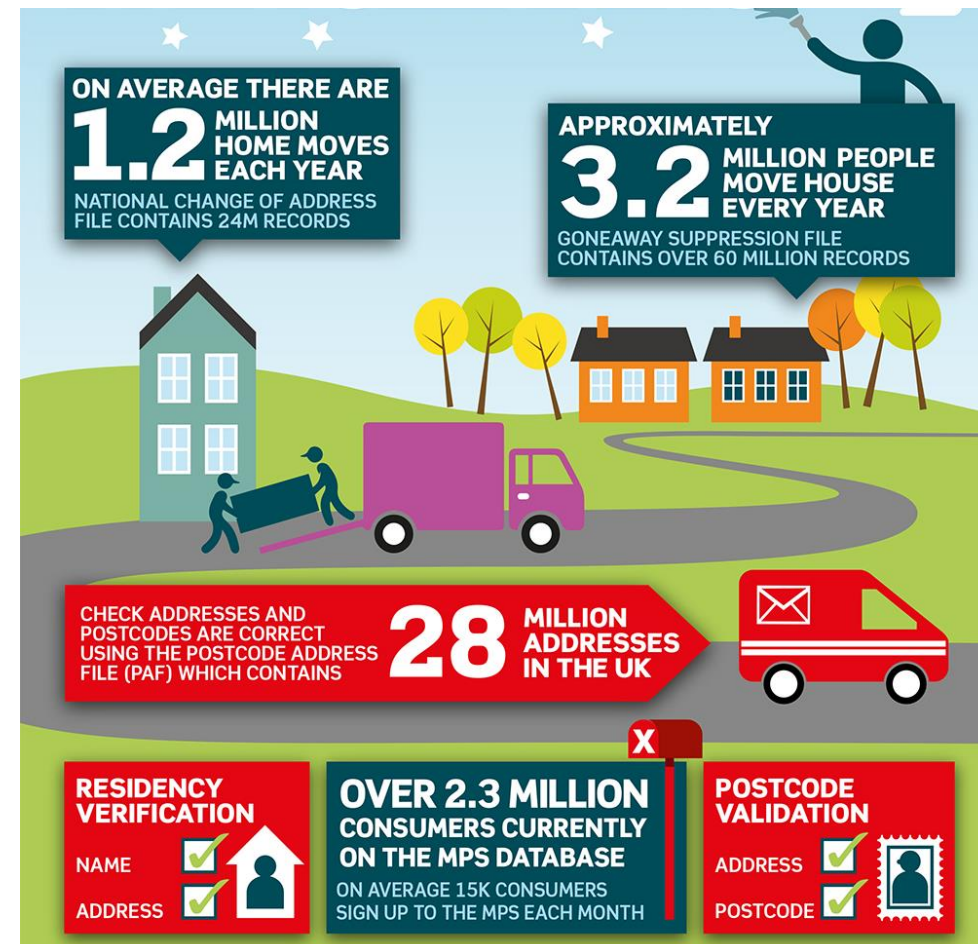
Data Cleansing

Organisations are able to reduce campaign costs and prevent causing customer annoyance by identifying consumers and businesses that cannot or will not respond to communications as a result of them moving house or premises, passing away or registering with one of the preference services.

Stretch your budget further! Only mail to those who will respond, use these savings from a reduction in mailing volume to increase the impact of your mailing pack.
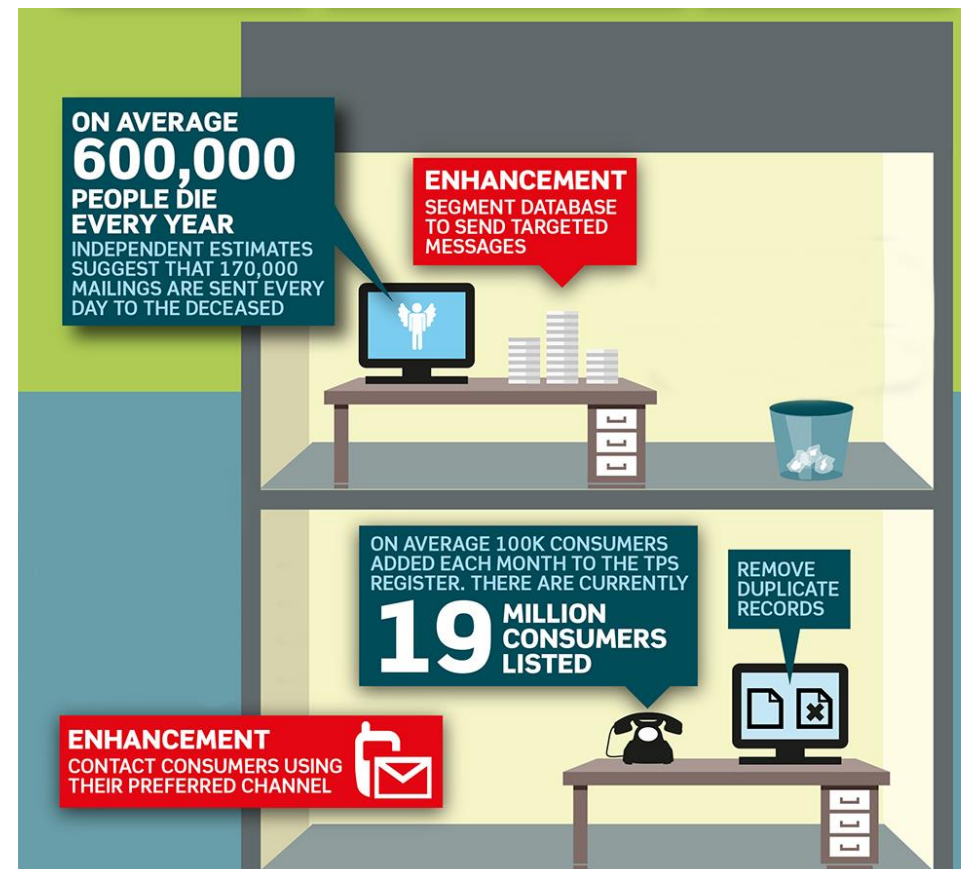
Services We Offer

Goneaway Identification

Identifying and removing goneaway records enables organisations to reduce wasted mailing costs associated with inaccurate and out of date data. We use a range of industry recognised reference files to enable organisations to identify consumers and businesses that have moved house or premises:

˝ **Absolute Movers (Consumer)**

Absolute Movers is the UK's premier source for identifying individuals that have moved. Private and public data sources are used to accurately identify and validate individuals that have left an address, including:

• Customer informed moves

• Residency data from local authorities across the UK

• A consolidated database of active UK consumers

The file, containing over 40m records, is refreshed on a monthly basis and is used by more than 1,500 organisations in the UK.

˝ National Change of Address (Suppress)

The National Change of Address Suppress service uses the National Change of Address suppress file (sourced from the re-direction service) to identify individuals who are no longer present at an address.

˝ Business Changes File (Business Updates)

The Business Changes File from Royal Mail combines Royal Mail business redirections, Dunn & Bradstreet data and other third party data to track, monitor and update changes to business information on a monthly basis. The Business Updates service enables organisations to identify companies that have ceased trading or have moved premises (goneaways). The file contains over 2m records and is updated on a monthly basis with approximately 25,000-30,000 records.

˝ Business Suppression File

The Business Suppression file comprises business databases including data identified from Dunn & Bradstreet's UK business file, The REaD Group's consumer and SoHo data, plus verified goneaways from Wegener Direct Marketing and Experian to create a file of over 8m companies and individuals.

Deceased Individuals

˝ The Bereavement Register

Removing deceased individuals from marketing communications, not only reduces wasted mail costs for an organisation but also reduces the risk of causing emotional distress for the family of the deceased individuals. Mailing deceased individuals is the single largest cause of complaints to the Information Commissioners Office.

Bereavement processing recognises the sensitivities associated with this subject and so utilises many of the recognised deceased files in the marketplace to provide as comprehensive a coverage of the UK's deceased population as possible.

˝ Mortality Suppressions

This file is a composite file of deceased data and public record information. There are over 1.8m individuals on the file, many of whom are not included on other commercially available sources.

˝ Mortascreen Plus

The Mortascreen file is predominantly sourced from the UK probate registries and contains approximately 4.9m records. A person's estate goes into probate when the value is over £5,000 in England and Wales, and over £15,000 in Scotland. The file is further supplemented with insurance data, funeral directors' information, freepost forms that are issued to the deceased person's family for completion at the time of death registration, and mail returns marked as deceased.

˝ Registry Deceased Trust

This file is sourced from the Registry Trust and contains details relating to individuals that have passed away whilst in the County Court Judgement process.

House Movers

Organisations are able to increase return on investment and profitability by maximising relationships with customers, and for this reason it is important to ensure that contact is maintained with individuals after they have moved house or business premises.

˝ Absolute Contacts

Absolute Contacts provides up-to-date and verified change of address information.

Absolute Movers, the UK's premier source for identifying home movers, is used to confirm an individual has left an address. The Edited Electoral Roll and other compliant sources of information are then utilised to verify that they are currently resident at the new address, ensuring only genuine address changes are identified within Absolute Contacts.

˝ National Change of Address (update)

The National Change of Address update file provides a more recent address for consumers who have moved house and subscribed to Royal Mail's redirection service. The NCOA update file consists of individuals that have given their permission for their new address details to be shared with organisations they already have a relationship with.

Mailing Preference Service (MPS)

The Mailing Preference service was set up 20 years ago and contains a list of names and addresses of consumers who have told the DMA (Direct Marketing Association) that they wish to limit the amount of direct mail they receive. The file contains approximately 2.3m records.

Whilst organisations are not legally obliged to use this file before deploying a direct mail campaign, it is a condition under the DMA's code of practice, and is also a requirement of the British Code of Advertising, Sales Promotion and Direct Marketing, administered by the Advertising Standards Authority.

Organisations have a responsibility to ensure that their data is accurate and up-to-date, and that all marketing campaigns have been generated in accordance with the DMA's best practice guidelines. Not only does this ensure that marketing campaigns are compliant with the relevant principles of the Data Protection Act, but also reduces the risk of causing consumer annoyance and creating a negative image for the organisation sending the communication.
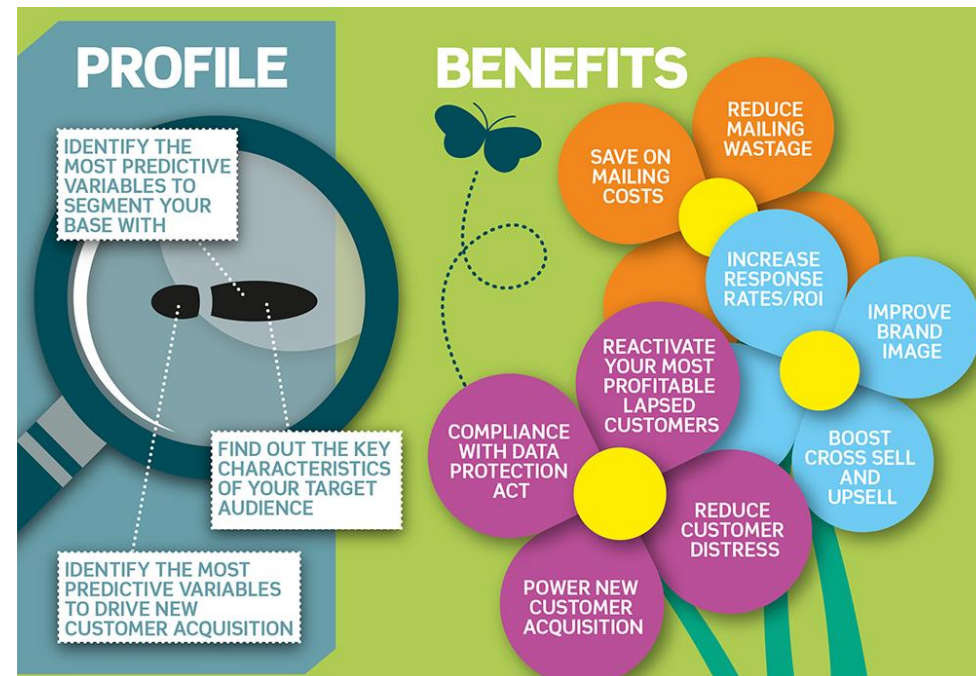
Consumer Data Enhancement

˝ Data enhancement is the process of appending or overlaying external consumer marketing information to your existing customer or prospect files. Unlike purchasing a list, data enhancement adds valuable demographic, socio-economic and lifestyle data to the consumer or prospect files.

˝ Additional data fields can help you segment the target market more effectively, either letting you target more effectively, or to monitor more closely where results are coming from.

Consumer Data Enhancement

Our consumer enhancements provides a single, definitive and consistent view of the UK adult population, containing a broad and accurate range of demographic, socioeconomic and behavioural characteristics on each adult and household in the UK.

Comprising of circa 49m individuals, it is a combination of the Edited Electoral Roll, including updates from the monthly rolling register, credit reference agency proprietary data assets, partnerships with other data owners and other compliant data sources.

Consumer Data Enhancement

The following consumer data enhancement variables are available to append:

˝ Gender

˝ Age bands (modelled)

˝ Marital status - person level demographic variable that identifies the marital status of each individual living at an address

˝ Length of residency - identifies the length of time that an individual has been at the same address

˝ Directorship information - identifies individuals at an address who are company directors

Consumer Data Enhancement

˝ Financial Strategy Segments – a person and household level segmentation developed to help financial services companies target their financial products and services

˝ Personal income model – providing an individual's likely income

˝ Financial Stress – identifies an individual's potential to become financially over stretched and struggle with further payments

˝ Property council taxation – a segmentation tool based upon actual council tax bands for each residential property in England, Wales and Scotland, providing an indication of individual wealth and financial status

Consumer Data Enhancement

˝ Household Tenure

˝ MOSAIC for UK, Scotland and Northern Ireland – classification tool describing socio-economic and socio- cultural behaviours for all individuals in the UK

˝ Household Income model – providing the likely household income for an address

˝ Family Lifestage - a household level demographic that shows the combined stage of life and family status, including children.