Data Cleansing – Delivering cleaner, more profitable data – quickly

Clean, accurate data. It's what gives your direct marketing the competitive edge. Reaching the right people optimises success, and saves your money and brand damage.

Put simply, if you don't look after your data, you can't look after your customers. Data decay is inevitable. Life is never static – every day people die, move house, change their phone numbers or add their details to the Do Not Call Register (DNCR).

The Facts - every year in Australia:

- 3,570,000 people move
- 1,570,000 people change phone numbers
- 140,000 people die
- 77,000 new properties are built

- 266,000 people are born
- 72,000 people emigrate
- 140,000 people immigrate
- 165,000 people get divorced or married

Inaccurate customer data carries real risks; duplication of marketing spend, waste of resources, lost opportunities and reduced reach and impact of communications. Ultimately using poor quality data will cost you money, damage your brand and display a lack of care to your customers.

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 and accurate, using best-in-class suppression reference files to ensure long-term accuracy.

Once you make data integrity a priority, gaining a true understanding of your customers will naturally follow. Then you will have the best possible foundation for profitable marketing activity.

Our data cleansing software combines superior data matching with rapid processing to deliver a suite of flexible services, helping you to maximise your ROI and keep your brand damage to a minimum:

Data Health Check processes and cleans your data in 2 high performing stages:

1. **Data Health Check Match** – your input file is processed through the following:
   - **Address Standardisation** – matched against Australia Post's Postal Address File (PAF) in order to verify, correct and assign a Delivery Point Identifier (DPID). The DPID is used to generate a barcode for your mail.
   - **De-duplication** – removes duplicates at various levels.
   - **Relocation Appends** – using the New Address Enhancement (NAE) File and the National Change of Address (NCOA) File to establish new addresses of customers who have moved.
   - **Gone-away Suppression** - screened against the Gone-away Left Address (GLA) Suppression File to remove gone-aways.
   - **Deceased Suppression** - screened against The Australian Bereavement Register (TABR) Suppression File to remove deceased customer records.
   - **Telephone Append** – verifies and appends phone numbers to your customer/ prospect data.

2. **Data Health Check Stream** – delivering your bespoke data. The system creates a clean and enhanced data asset, created to your exact specifications and delivered directly to you.

Conexum Data Management Services has been providing data processing services to clients for the past decade and have invested a great deal of time and effort into improving our data cleansing process to become a leading supplier of data cleansing services within the Australian market.

For more information about our Data Cleansing Services, pricing or a FREE Data Health Check Report, please contact Glenn Harrison on 1300 873 849 or email: glenn@conexum.com.au