

Job No: 31267
Job Name: Action Against Hunger October Syringe Mailing 2016

Data Health Check

Date: 04/10/2016

Download Information

Input Files

File	Quantity
16S01 Brightsource upload	10000

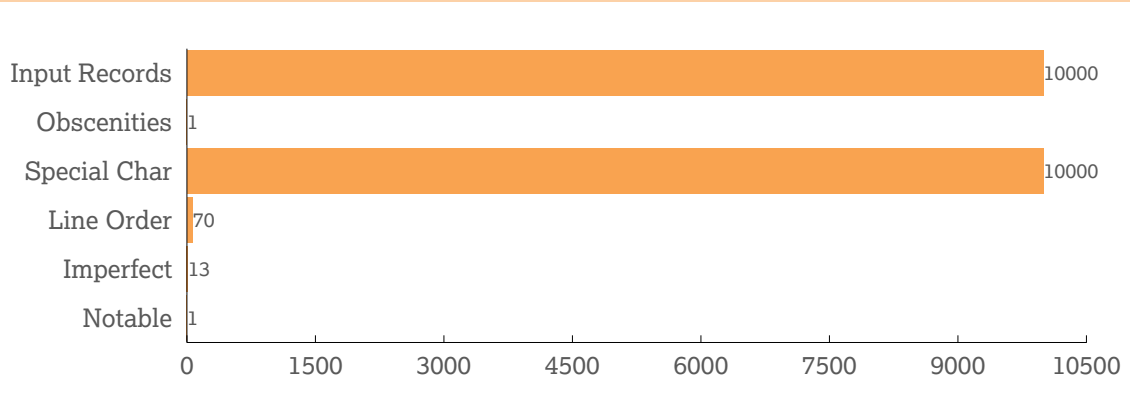
'16S01 Brightsource upload'

Download Information

1. Initial File Statistics

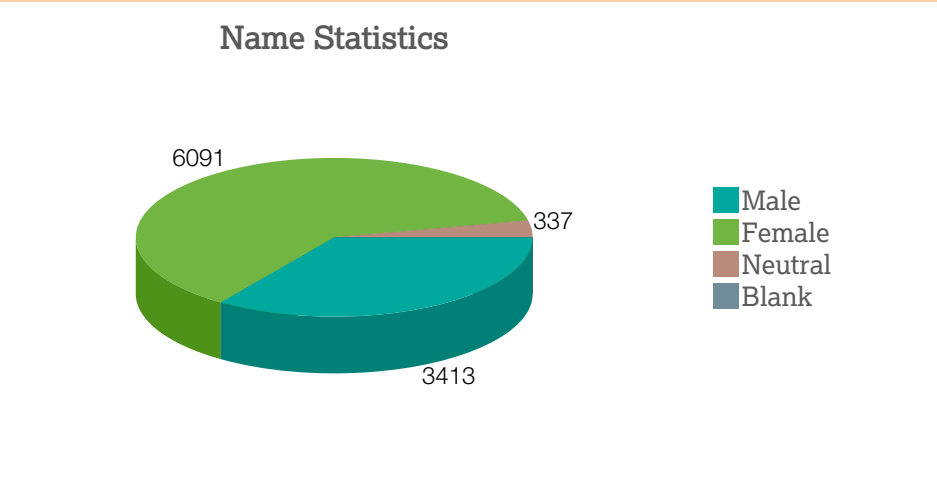
Input Records: 10000

Obscenities:	1	0.01%
Special Char:	10000	100.00%
Line Order:	70	0.70%
Imperfect:	13	0.13%
Notable:	1	0.01%



2. Name Statistics

Male:	3413	34.13%
Female:	6091	60.91%
Neutral:	337	3.37%
Joint:	114	1.14%
Single:	8	0.08%
Default:	0	0.00%
Other:	37	0.37%
Blank:	0	0.00%



'16S01 Brightsource upload'

Download Information

3. Postcode Statistics

Full:	9925	99.25%
Outbound Only:	27	0.27%
None:	4	0.04%
Invalid:	41	0.41%

Outbound Only: Only part of the postcode exists within the address.
Invalid: Postcode does not match PAF. Address will be PAF checked and corrected where possible.

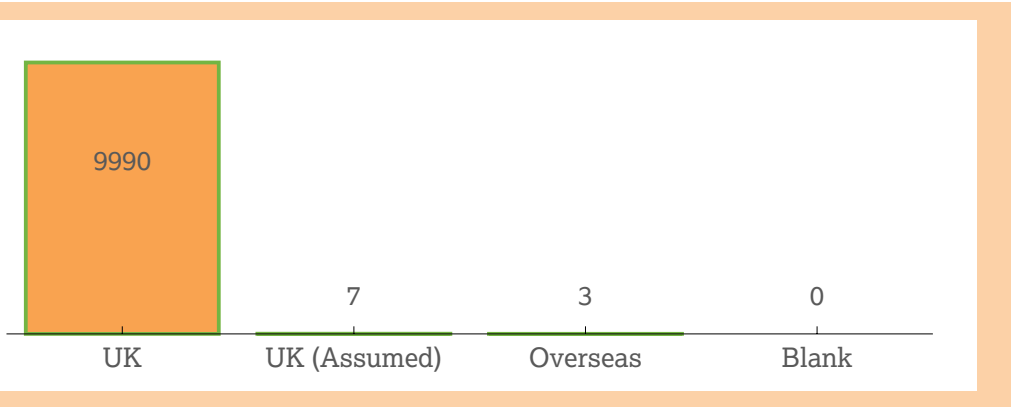
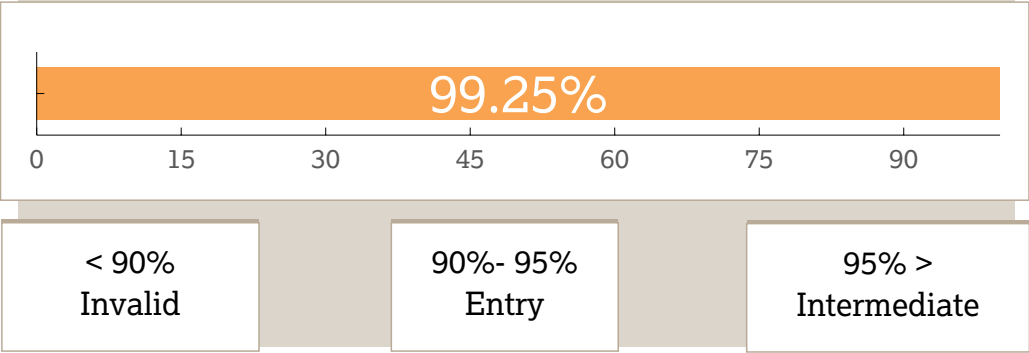
5. Address Statistics

UK:	9990	99.90%
Assumed UK:	7	0.07%
Overseas:	3	0.03%
Blank:	0	0.00%

Business:	18	0.18%
Residential:	9982	99.82%

4. Postcode Quality

Postcode quality is at 99.25%, this meets the required level for a **Responsible mail (Intermediate)** discount.



Dedupe Information

Dedupe Name	Alternative Criterion	Level	Forename Matching (Dedupe)	Forename Matching (Suppress)
Dedupe	CNBIO_ID	Address	Moderate	Moderate

Alternative Criterion: The alternative field that was used to determine groups of duplicates. For example, URN.

Level: *Individual* will mail all individuals at an address, *Family* will mail 1 person per address per surname, and *Household* will mail 1 individual per address only.

Matrices included in .zip
Dedupe_drops_matrix

Dedupe Statistics (by dedupe)

Dedupe Name	File Name	Priority	Quantity	STOP File(s)*	Inter	Intra	All Drops	Output
Dedupe	16S01 Brightsource upload	001	10000	0	0	29	29	9971

* If applicable, this denotes the number of matches against the client supplied STOP File(s). More detailed information can be found in the Matrix PDFs that accompany this report.

Dedupe Statistics (totals)

File Name	Quantity	STOP File(s) *	Inter	Intra	All Drops	Output
16S01 Brightsource upload	10000	0	0	29	29	9971
Total	10000	0	0	29	29	9971

* If applicable, this denotes the number of matches against the client supplied STOP File(s). More detailed information can be found in the Matrix PDFs that accompany this report.

Industry Suppressions - Totals

Suppression Counts

File	Input	Movers		Deceased					Goneaway		Preference	Summary		
		NCOA Redirect	GAS Reactive	NCOA Deceased	TBR	NDR	Morta	MPS Deceased	NCOA Suppress	GAS	MPS Cold	Total Hits	Total Drops	Output
16S01 Brightsource upload	9971	118	45	16	101	61	29	22	43	240		675	512	9459
Totals	9971	118	45	16	101	61	29	22	43	240	0	675	512	9459

Descriptions of each suppression list can be found at the end of this report.

From the total number of Movers, there were record(s) identified as being redirected overseas.

Industry Suppressions - Costs

Suppression Costs

Cost Type	Movers		Deceased					Goneaway		Preference	Total
	NCOA Redirect	GAS Reactive	NCOA Deceased	TBR	NDR	Morta	MPS Deceased	NCOA	GAS	MPS Cold	
Flag	£70.80	£27.00	£9.60	£60.60	£36.60	£17.40	F.O.C	£25.80	£144.00	F.O.C	£405.00
Delete	REDIRECT	ONLY	£3.20	£20.20	£12.20	£5.80	F.O.C	£8.60	£48.00	F.O.C	£135.00

Deleting a record costs £0.20, deleting and flagging a record costs £0.60.

File Structures

File Structures

Filename	No.	Field	Data	Unique	Blanks
16S01 Brightsource upload	1	CNBIO_ID	Seed	false	0
	2	CNBIO_IMPORT_ID		false	5
	3	T		false	217
	4	F	Ms V Clarke	false	537
	5	S	Ms Clarke	false	0
	6	N	44 Albert Road	false	12
	7	SALUTE	Finsbury Park	false	1
	8	A1		false	6
	9	A2		false	5527
	10	A3		false	9086
	11	A4		false	9985
	12	A5		true	10000
	13	A6	N4 3RP	false	0
	14	A7		false	1273
	15	A8		false	5
	16	CNLGF_1_DATE		false	5
	17	CNLGF_1_AMOUNT		false	5
	18	SEGMENT	16S01020	false	0

File Structures

File Structures

Filename	No.	Field	Data	Unique	Blanks
	19	PROMPT_1	Ã~Â¿Â½13	false	0
	20	PROMPT_2	Ã~Â¿Â½42	false	0
	21	PROMPT_3	Ã~Â¿Â½61	false	0
	22	PROMPT_4	Other amount _____	true	0

Dedupe Examples

Dedupe Examples

Dedupe	Group	List	Priority	Status	Name	Address
Dedupe	1	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Miss L Mellows Miss Mellows	London, SE24 9QR
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Miss M-E Ekombolo Ms Ekombolo	Haywards Heath, SE10 8JA
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Ms M Robinson Ms Robinson	London, NN2 8TG
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Ms V Clarke Ms Clarke	N4 3RP
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Mr M White Mr White	Northampton, RH16 2AL
	2	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Mrs Christine McConnel	Tower of Lettrick Farm, Dunscore, Dumfries, Dumfriesshire, DG2 0UX
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Mrs C McConnel	Dunscore, Tower of Lettrick Farm, Dumfries, DG2 0UX
	3	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Mrs B Gray	6 Cooper Street, Widnes, WA8 6
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Mrs Gray	6 Cooper Street, Widnes, Cheshire, WA8 6ES
	4	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Mrs Jessie Henson	17 Lower Hill Barton Road, Exeter, Devon, EX1 3EJ
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Mrs J K Henson	17 Lower Hill, Barton Road, Exeter, Devon, EX2
	5	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Mr Geoffrey Yeowart	Atlantic House, Holborn Viaduct, London, EC1A 2FG
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Miss Natalia King	Atlantic House Holborn Viaduct, London, EC1A 2FG
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Ms Regan Leahy	Atlantic House, Holborn Viaduct, London, EC1A 2FG
	6	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Miss G Wilson	16 Cremers Drift, Sheringham, Norfolk, NR26 8HY
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Miss A Wilson	Swallow Hollow, 16 Creamers Drift, Sheringham, Norfolk, NR26 8HY
	7	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Mr Anthony Stevens	2d Kinfauns Road, London, SW2 3JL

Dedupe Examples

Dedupe Examples

Dedupe	Group	List	Priority	Status	Name	Address
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Ms Rioghnach Ahern	2d Kinfauns Road, Tulse Hill, London, SW2 3JL
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Miss Ciara Dunne	2D Kinfauns Road, London, SW2 3JL
	8	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	C Dobinson	Woodlands, Playle Chase, Great Totham, Malden, Essex, CM9 8UT
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Ms J Sutro	Woodlands, Playle Chase, Great Totham, Maldon, Essex, CM9 8UT
	9	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Mrs Gemma Haggarty	62-70 Shorts Gardens, London, WC2H 9AH
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Mr Max Stolton	62-70 Shorts Gardens, London, WC2H 9AH
	10	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Dr Glenis Scadding	143 Chevening Road, London, NW6 6DZ
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Dr Glenis Pearson	143 Chevening Road, London, NW6 6DZ
	11	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Miss Sinead Woodnutt	26 Elder Gardens, London, SE27 9TJ
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Mr Neil McCarthy	26 Elder Gardens, London, SE27 9TJ
	12	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Mrs D Krisp	Apartment 14 Jubilee Mansions, 119 Thorpe Road, Peterborough, Cambridgeshire, PE3 6JH
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Mrs K D	Apartment 14, Jubilee Mansions, 119 Thorpe Road, Peterborough, Cambridgeshire, PE36 JH
	13	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Mr Kofi Waters	11 Andrew Road, Manchester, Lancashire, M9 8AY
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Mr Yaya Davido	11 Andrew Road, Manchester, Lancashire, M9 8AY
	14	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Mrs J Campbell	7 Victoria Road, Felixstowe, Suffolk, IP11 7PT
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	C French	7 Victoria Road, Felixstowe, Suffolk, IP11 7PT

Dedupe Examples

Dedupe Examples

Dedupe	Group	List	Priority	Status	Name	Address
	15	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Ms Dorothy Ball	49 Land Lane, Crossens, Southport, Merseyside, PR9 8HX
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Ms D May	49 Land Lane, Crossens, Southport, Merseyside, PR9 8HX
	16	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Mr Ravi Thaker	41 James Lean Avenue, Dalkeith, Dalkeith, Midlothian, EH22 2AA
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Mr and Mrs Thaker Kunjal Thaker	41 James Lean Avenue, Dalkeith, Dalkeith, Midlothian, EH22 2AA
	17	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Mr Frederick Cassidy	4 Silverstream, Derrylin, Enniskillen, County Fermanagh, BT92 9PU
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Mrs P Frederick	4 Silverstream, Derrylin, Enniskillen, County Fermanagh, BT92 9PU
	18	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Dr Vinod Patel	Field View, Congerstone Lane, Carlton, Nuneaton, Warwickshire, CV13 0BU
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Dr R Shukla	Field View, Congerstone Lane, Carlton, Nuneaton, Warwickshire, CV13 0BU
	19	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	JAMILLA GARANI	16 Park Road, Bracknell, Berkshire, RG12 2LU
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Mrs J Govani	16 Park Road, Bracknell, Berkshire, RG12 2LU
	20	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Mr R Anderson	16 Church Street, Eyemouth, Berwickshire, TD14 5DH
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Ms Millar	16 Church Street, Eyemouth, Berwickshire, TD14 5DH
	21	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Miss Neelam Choudry	25 Dalkeith Road, Sutton Coldfield, West Midlands, B73 6PW
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Mrs S Beguem	25 Dalkeith Road, Sutton Coldfield, West Midlands, B73 6PW
	22	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Mrs Muriel Clarke	18 Garth Maelwg, Talbot Green, Pontyclun, CF72 8HN
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Mr STEVEN EDWARDS	18 Garth Maelwg, Talbot Green, Pontyclun, CF72 8HN
	23	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Dr Surraya Khanam	37 Geneva Drive, Newcastle, Staffordshire, ST5 2QQ

Dedupe Examples

Dedupe Examples

Dedupe	Group	List	Priority	Status	Name	Address
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Mr Khadim Hussain	37 Geneva Drive, Newcastle, Staffordshire, ST5 2QQ
	24	16S01 BRIGHTSOURCE UPLOAD	001	SELECTED	Miss Fletcher	8 Motehall Way, Sheffield, Yorkshire, S2 1RF
		16S01 BRIGHTSOURCE UPLOAD	001	INTRA	Mr H West	8 Motehall Way, Sheffield, Yorkshire, S2 1RF

Suppression Lists

We currently hold in-house approximately 225,000,000 goneaway and deceased records across a number of various lists. These lists are vital in ensuring that our customers aren't trying to contact people who won't reply or can't reply. Screening your data against these lists helps to reduce mailing costs, improve your effectiveness of communication, reduce customer annoyance and also protect your brand.

GAS Reactive Approx qty: 29,300,000

GAS Reactive is based on the trusted Gone Away Suppression File and has an independent audit rating of 98.8%. This means you can reliably forward addresses. The REaD Group has created GAS Reactive using data made available through their partnership with Callcredit Information Group. Product development ensured the standards behind GAS were maintained for GAS Reactive. Data matching and address linking expertise using marketing data from within CIG - EuroDirect and credit reference agency Callcredit. The most advanced techniques were used to mine and verify one of the UK's largest database businesses, who maintains an array of accurate, up-to-date public and proprietary credit and marketing data on more than 40 million UK consumers.

National Change of Address Redirect (NCOA Redirect) Approx qty: 20,150,000

This list is supplied from Royal Mail which goes back over 10 years. This list is made up from customers who have taken out a permanent redirection service with Royal Mail. With the use of this list our clients can keep in touch with their customers even after they have moved house. We update this list monthly.

National Deceased Register (NDR) Approx qty: 5,350,000

The list was launched in April 2011 and is widely acknowledged as one of the leading deceased lists due to its reliable and accurate data. The data is compiled from various sources dating back to the year 2000 which includes life insurance services, pensions and annuities. Financial institutions have an obligation to guard against fraud. As a result of this the data is very accurate, it is used to create the NDR list along with other sources. On average this list has updates of 40,000 records each month.

Mortascreen Approx qty: 9,600,000

Mortascreen is mostly sourced from the UK probate registries – official notification of certified deaths. The file is also supplemented with insurance data, funeral directors, freepost forms that are issued to the deceased persons family for completion at the time of death registration, and mail returns marked as deceased. This list is updated monthly.

Suppression Lists

The Bereavement Register (TBR) Approx qty: 7,400,000

This list is another product of The Data Agency, previously known as The REaD Group. TBR was established in 2000 to help put a stop to direct mail being sent after someone has died. The data is gathered directly from The Bereavement Register website from the bereaved family and friends, usually within 14 days of the death. This list is updated monthly.

National Change of Address Suppression (NCOA Suppression) Approx qty: 48,000,000

This list is sourced from Royal Mail's Redirect service. These are records where they have been identified as moving house but don't actually have the new address. This list is also updated monthly.

Goneaway Suppression File (GAS) Approx qty: 98,550,000

This list is supplied by The Data Agency, previously known as The REaD Group. The GAS file was created in 1992 to resolve the issue of mailing people who have legitimately moved house. GAS is made up of data from various sources, in particular Skipton Information Group which also includes marketing information company EuroDirect and credit reference agency Callcredit. Moving dates are passed to The Data Agency in order to provide non-assumed records. We update this list on a monthly basis.

Mailing Preference Service (MPS) Approx qty: 6,150,000

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 that they wish to limit the amount of direct mail they receive. People input their details online. This list is updated monthly.

All file quantities are correct as of July 2016.

