

Job No: 12345
Job Name: Brightsource Matts Test

Data Health Check

Date: 04/10/2016

Download Information

Input Files

File	Quantity
Tour Day Mailing_June 2016	8007
MCCC_Legacy_lapsed_2016_sql_use	50831
Total	58838

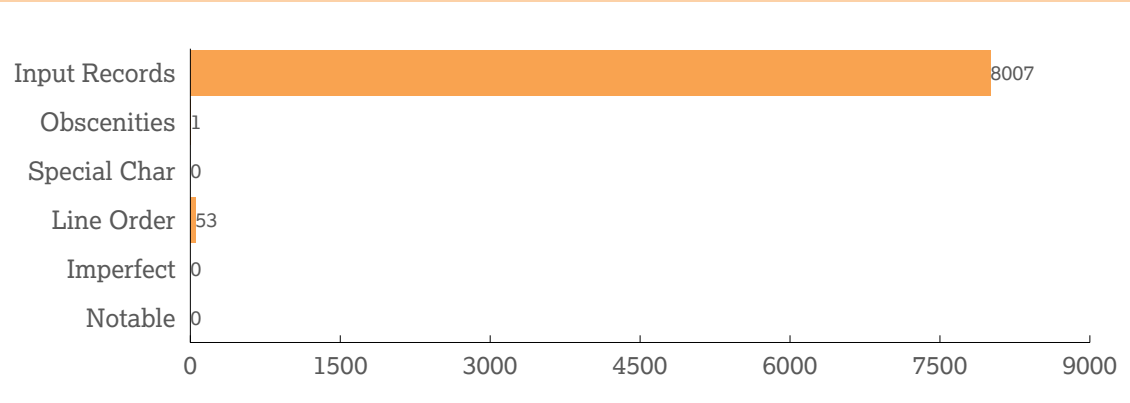
'Tour Day Mailing_June 2016'

Download Information

1. Initial File Statistics

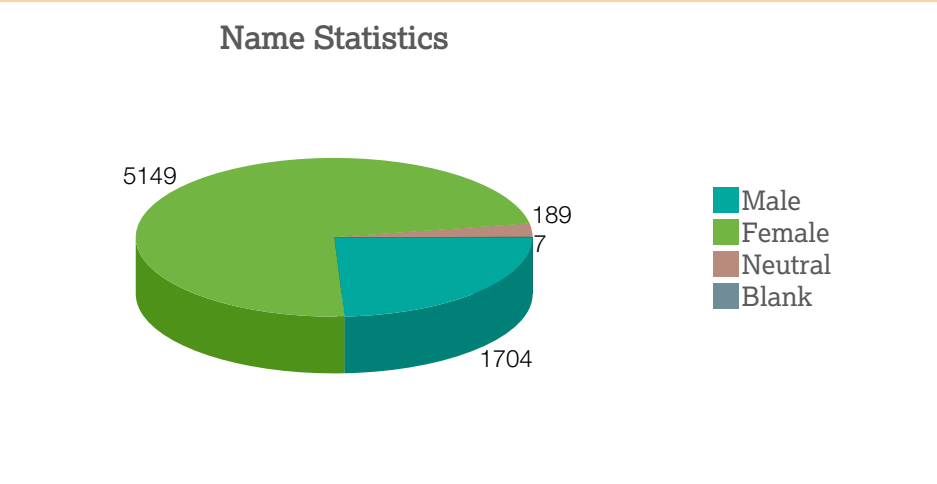
Input Records: 8007

Obscenities:	1	0.01%
Special Char:	0	0.00%
Line Order:	53	0.66%
Imperfect:	0	0.00%
Notable:	0	0.00%



2. Name Statistics

Male:	1704	21.28%
Female:	5149	64.31%
Neutral:	189	2.36%
Joint:	935	11.68%
Single:	0	0.00%
Default:	0	0.00%
Other:	23	0.29%
Blank:	7	0.09%



'Tour Day Mailing_June 2016'

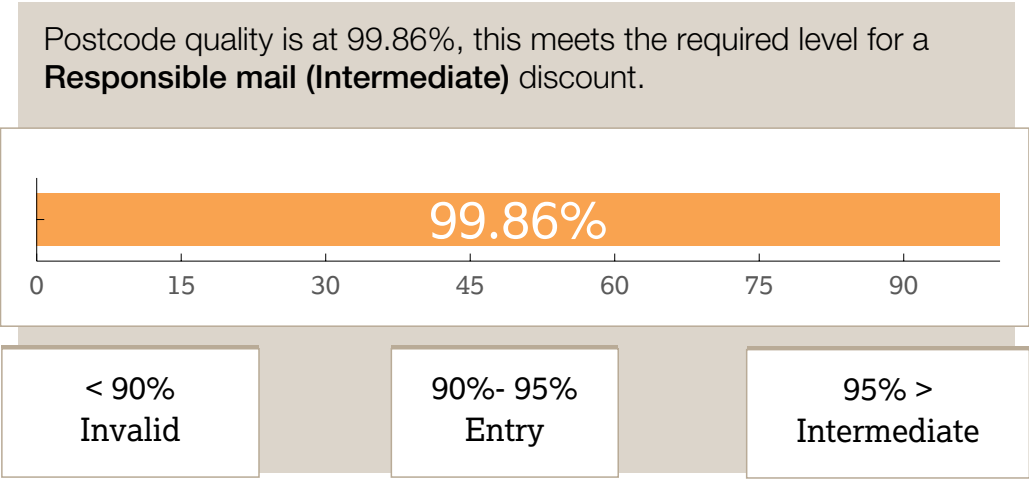
Download Information

3. Postcode Statistics

Full:	7996	99.86%
Outbound Only:	2	0.02%
None:	7	0.09%
Invalid:	0	0.00%

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.

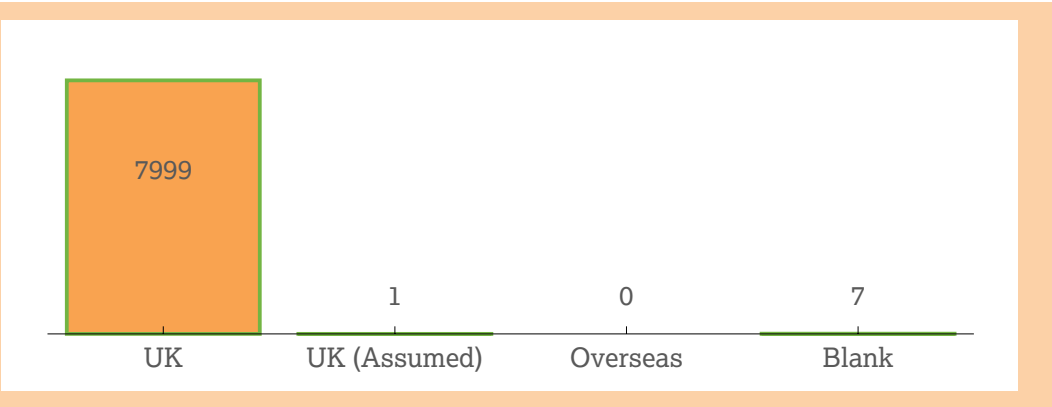
4. Postcode Quality



5. Address Statistics

UK:	7999	99.90%
Assumed UK:	1	0.01%
Overseas:	0	0.00%
Blank:	7	0.09%

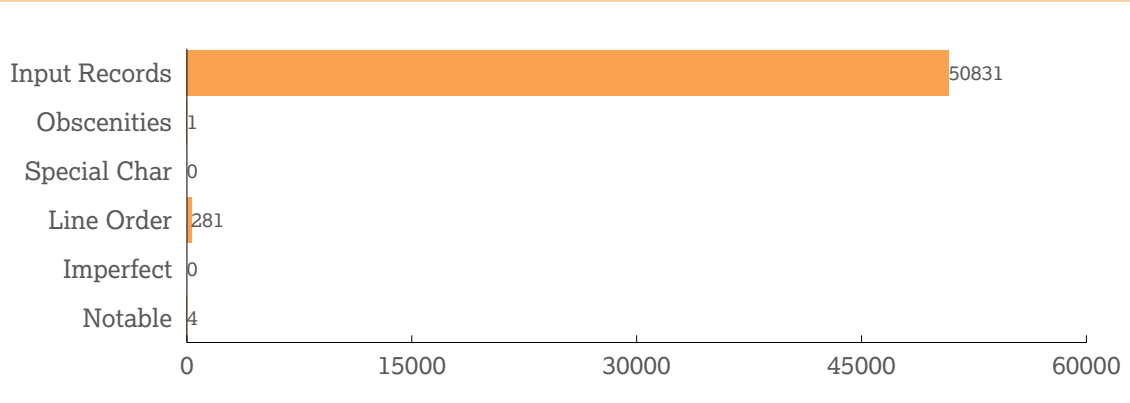
Business:	9	0.11%
Residential:	7996	99.86%



1. Initial File Statistics

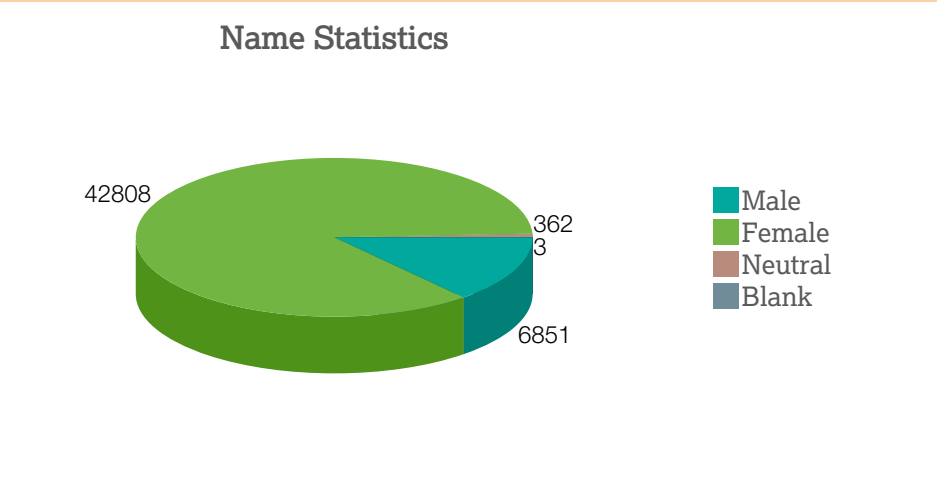
Input Records: 50831

Obscenities:	1	0.00%
Special Char:	0	0.00%
Line Order:	281	0.55%
Imperfect:	0	0.00%
Notable:	4	0.01%



2. Name Statistics

Male:	6851	13.48%
Female:	42808	84.22%
Neutral:	362	0.71%
Joint:	206	0.41%
Single:	13	0.03%
Default:	465	0.91%
Other:	123	0.24%
Blank:	3	0.01%



3. Postcode Statistics

Full:	50817	99.97%
Outbound Only:	9	0.02%
None:	0	0.00%
Invalid:	5	0.01%

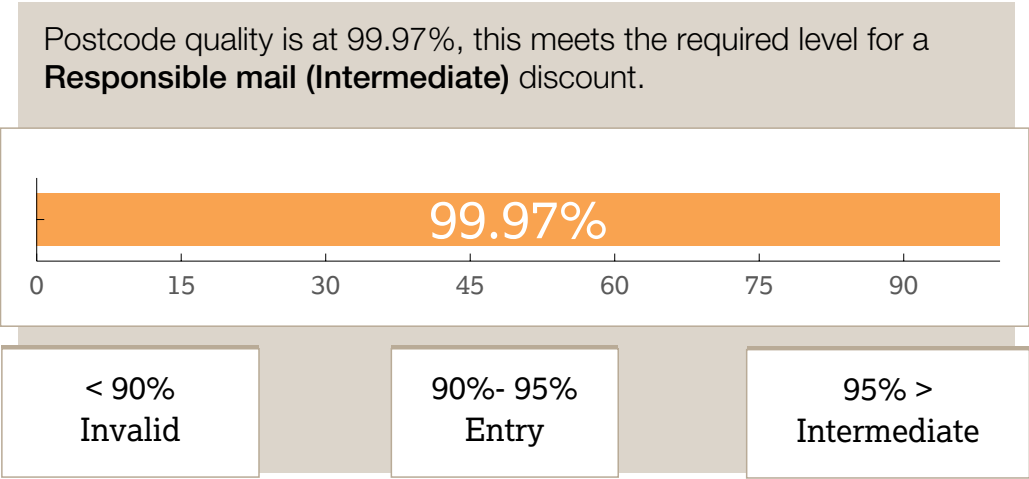
Outbound Only:

Only part of the postcode exists within the address.

Invalid:

Postcode does not match PAF. Address will be PAF checked and corrected where possible.

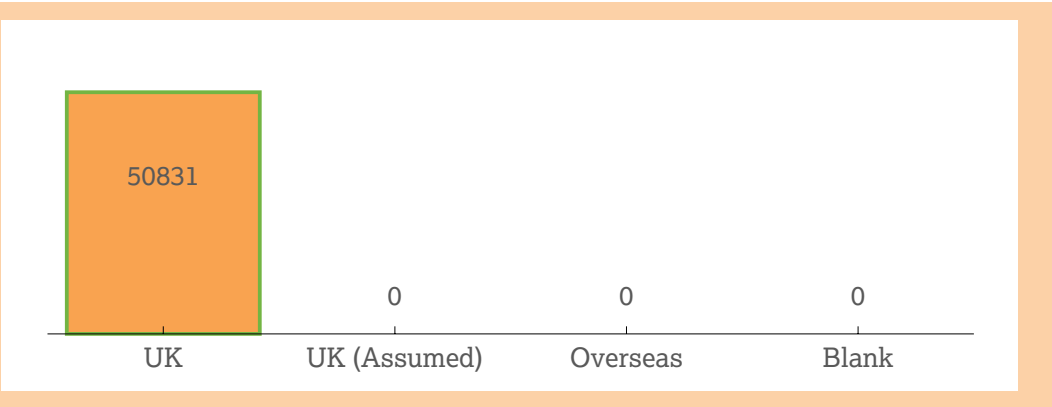
4. Postcode Quality



5. Address Statistics

UK:	50831	100.00%
Assumed UK:	0	0.00%
Overseas:	0	0.00%
Blank:	0	0.00%

Business:	41	0.08%
Residential:	50788	99.92%



Collated Download Information

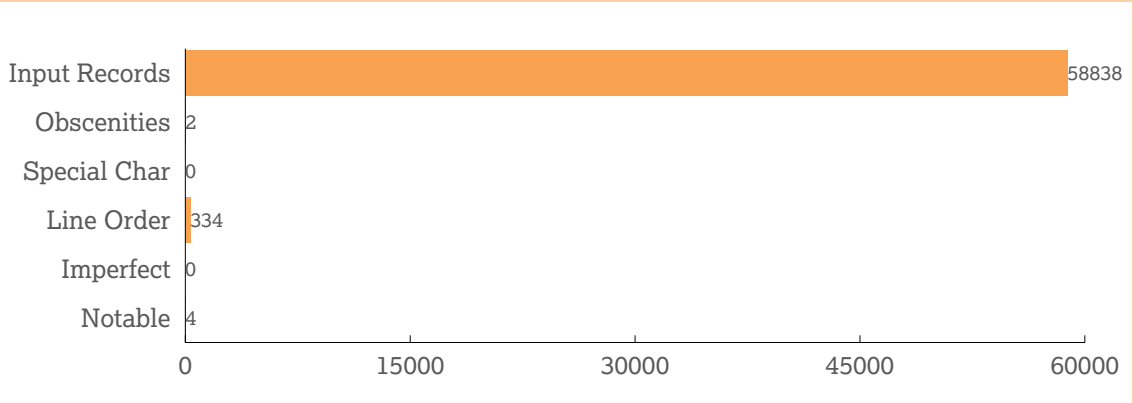
Total

Download Information - Collated

1. Initial File Statistics

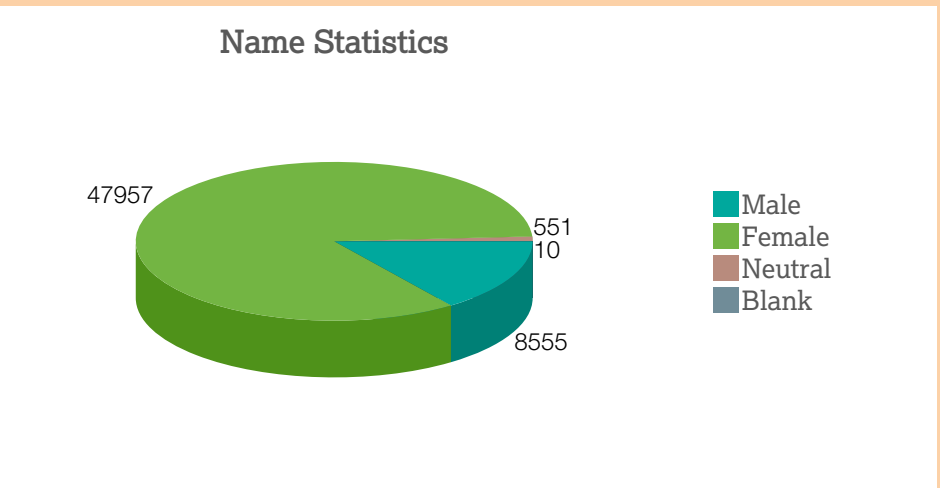
Input Records: 58838

Obscenities:	2	0.00%
Special Char:	0	0.00%
Line Order:	334	0.57%
Imperfect:	0	0.00%
Notable:	4	0.01%



2. Name Statistics

Male:	8555	14.54%
Female:	47957	81.51%
Neutral:	551	0.94%
Joint:	1141	1.94%
Single:	13	0.02%
Default:	465	0.79%
Other:	146	0.25%
Blank:	10	0.02%



Total

Download Information - Collated

3. Postcode Statistics

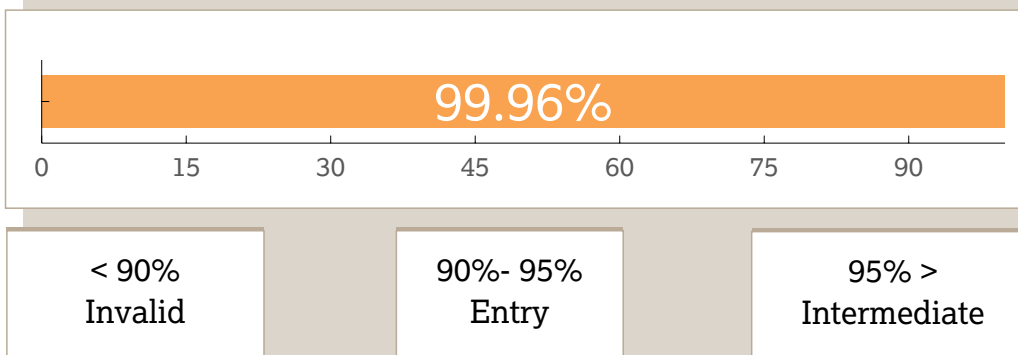
Full:	58813	99.96%
Outbound Only:	11	0.02%
None:	7	0.01%
Invalid:	5	0.01%

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.

4. Postcode Quality

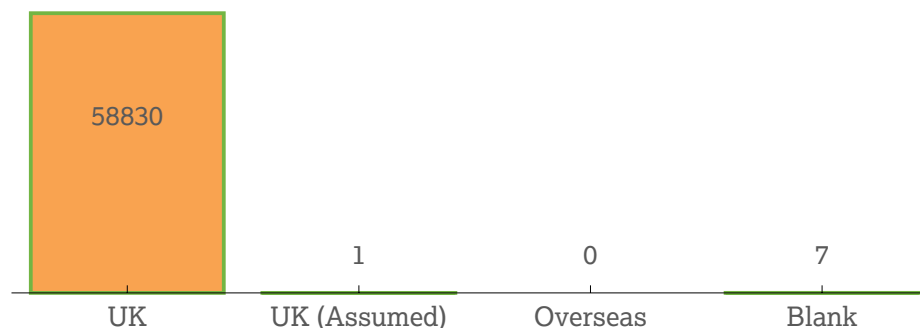
Postcode quality is at 99.96%, this meets the required level for a **Responsible mail (Intermediate)** discount.



5. Address Statistics

UK:	58830	99.99%
Assumed UK:	1	0.00%
Overseas:	0	0.00%
Blank:	7	0.01%

Business:	50	0.08%
Residential:	58784	99.91%



Dedupe Information

Dedupe Name	Alternative Criterion	Level	Forename Matching (Dedupe)	Forename Matching (Suppress)
Dedupe	CNBIO_ID	Individual	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	MCCC_Legacy_lapsed_2016_sql_use	001	50831	0	9	0	9	50822
	Tour Day Mailing_June 2016	001	8007	0	2	0	2	8005

* 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
MCCC_Legacy_lapsed_2016_sql_use	50831	0	9	0	9	50822
Tour Day Mailing_June 2016	8007	0	2	0	2	8005
Total	58838	0	11	0	11	58827

* 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
MCCC_Legacy_lapsed_2016_sql_use	58827	1288	793	165	1219	761	234	37	816	1688		7001	4920	53907
Tour Day Mailing_June 2016	58827				1				37	4	761	803	803	58024
Totals	117654	1288	793	165	1220	761	234	37	853	1692	761	7804	5723	111931

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

From the total number of Movers, there were 11 record(s) identified as being redirected overseas.

IndustrySuppressions - 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	£772.80	£475.80	£99.00	£732.00	£456.60	£140.40	F.O.C	£511.80	£1015.20	F.O.C	£4,682.40
Delete	REDIRECT	ONLY	£33.00	£244.00	£152.20	£46.80	F.O.C	£170.60	£338.40	F.O.C	£1,560.80

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

File Structures

File Structures

Filename	No.	Field	Data	Unique	Blanks
Tour Day Mailing_June 2016	1	CNBIO_ID		false	7
	2	APPEALID		false	7
	3	N		false	7
	4	SALUTE		false	7
	5	A1		false	7
	6	A2		false	4142
	7	A3		false	7066
	8	A4		false	7
	9	A5		true	8007
	10	A6		false	7
MCCC_Legacy_lapsed_2016_sql_use	1	FILLER1		false	13
	2	FILLER2	12479304	false	0
	3	T	Ms	false	814
	4	F	Corrine	false	26549
	5	F_ALT	C	false	3099
	6	S	Jones	false	0
	7	N	Ms C Jones	false	0

File Structures

File Structures

Filename	No.	Field	Data	Unique	Blanks
	8	FILLER3	Dear Ms Corrine Jones	false	71
	9	A1	Marie Curie	false	1
	10	A2	Unit 2 Llys Aur	false	19318
	11	A3	Llanelli Gate	false	42738
	12	A4	Carmarthenshire	false	50621
	13	A5	Wales	false	1
	14	A6	LLANELLI	false	10595
	15	A7	SA14 8LQ	false	0
	16	FILLER4		false	13
	17	FILLER5		false	13
	18	FILLER6		false	13
	19	FILLER7		false	45
	20	FILLER8	Wales	false	0
	21	FILLER9		false	13
	22	FILLER10		false	13
	23	FILLER11		false	14
	24	FILLER12		false	50824
	25	FILLER13		false	13
	26	FILLER14		false	13

File Structures

File Structures

Filename	No.	Field	Data	Unique	Blanks
	27	FILLER15		false	13
	28	FILLER16		false	13
	29	FILLER17		false	13
	30	FILLER18		false	13
	31	FILLER19		true	50831
	32	FILLER20		false	3251
	33	FILLER21		false	3252
	34	FILLER22		false	46277
	35	FILLER23		true	50831
	36	FILLER24		false	13
	37	FILLER25		false	13
	38	FILLER26		false	50789
	39	FILLER27		false	49004
	40	FILLER28		false	49004
	41	FILLER29		false	13
	42	FILLER30		false	13
	43	FILLER31		true	50831
	44	FILLER32		true	50831
	45	FILLER33		false	13

File Structures

File Structures

Filename	No.	Field	Data	Unique	Blanks
	46	FILLER34	Corrine Jones	false	0
	47	FILLER35	corrine.jones@mariecurie.org.uk	false	0
	48	FILLER36	01554 758 384	false	0
	49	FILLER37	07545 422 683	false	0
	50	FILLER38	Wales and mid-West England	false	0
	51	FILLER39	Decile 31-40 Wales and mid-West England	false	0
	52	FILLER40	LBS016044	false	0

Dedupe Examples

Dedupe Examples

Dedupe	Group	List	Priority	Status	Name	Address
Dedupe	1	TOUR DAY MAILING_JUNE 2016	001	SELECTED	Mrs J B Harrap	Fishers Cottage, 7 East Green, Bentley, FARNHAM, GU10 5JQ
		MCCC_LEGACY_LAPSED_2016_SQL_USE	001	INTER	Mrs J Harrap	7 East Green Cottages, Bentley, FARNHAM, Surrey, GU10 5JQ
	2	MCCC_LEGACY_LAPSED_2016_SQL_USE	001	SELECTED	Mrs S M Stephens	61 Chertsey Road, WINDLESHAM, Surrey, GU20 6HE
		TOUR DAY MAILING_JUNE 2016	001	INTER	Mrs S Stephens	Forrest House, Chertsey Road, WINDLESHAM, GU20 6HE
	3	MCCC_LEGACY_LAPSED_2016_SQL_USE	001	SELECTED	Miss I Turner	46 Bantock Gardens, WOLVERHAMPTON, West Midlands, WV3 9LL
		TOUR DAY MAILING_JUNE 2016	001	INTER	Ms I Turner	46 Bantock Gardens, WOLVERHAMPTON, WV3 9LL
	4	TOUR DAY MAILING_JUNE 2016	001	SELECTED	Mrs G Michell	Glenview, Mamhilad, PONTYPOOL, NP4 0JF
		MCCC_LEGACY_LAPSED_2016_SQL_USE	001	INTER	Mrs G Michell	Glenview, Mamhilad, PONTYPOOL, Gwent, NP4 0JF
	5	TOUR DAY MAILING_JUNE 2016	001	SELECTED	Mrs B M Fudge	High Grain, Austwick, LANCASTER, LA2 8AN
		MCCC_LEGACY_LAPSED_2016_SQL_USE	001	INTER	Mrs B Fudge	High Grain, Austwick, LANCASTER, Lancashire, LA2 8AN
	6	TOUR DAY MAILING_JUNE 2016	001	SELECTED	Mrs K J Wood	104 Beresford Crescent, NEWCASTLE, ST5 3RH
		MCCC_LEGACY_LAPSED_2016_SQL_USE	001	INTER	Mrs K Wood	104 Beresford Crescent, NEWCASTLE, Staffordshire, ST5 3RH
	7	TOUR DAY MAILING_JUNE 2016	001	SELECTED	Mrs P Warner	Wappingthorn Lodge, Horsham Road, STEYNING, BN44 3AA
		MCCC_LEGACY_LAPSED_2016_SQL_USE	001	INTER	Mrs P Warner	Wappingthorn Lodge, Horsham Road, STEYNING, West Sussex, BN44 3AA
	8	TOUR DAY MAILING_JUNE 2016	001	SELECTED	Mrs A Bruce	April Cottage, St. Fillans, CRIEFF, PH6 2NG
		MCCC_LEGACY_LAPSED_2016_SQL_USE	001	INTER	Mrs A Bruce	April Cottage, St. Fillans, CRIEFF, Perthshire, PH6 2NG
	9	TOUR DAY MAILING_JUNE 2016	001	SELECTED	Mrs S Murray	37 New Road, Dalston, CARLISLE, CA5

Dedupe Examples

Dedupe Examples

Dedupe	Group	List	Priority	Status	Name	Address
						7LA
		MCCC_LEGACY_LAPSED_2016_SQL_USE	001	INTER	Mrs S Murray	37 New Road, Dalston, CARLISLE, Cumbria, CA5 7LA
	10	TOUR DAY MAILING_JUNE 2016	001	SELECTED	Mrs JE Scurr	McCleod House, Brook Street, Great Bedwyn, MARLBOROUGH, SN8 3PB
		MCCC_LEGACY_LAPSED_2016_SQL_USE	001	INTER	Mrs J Scurr	Mccleod House, Brook Street, Great Bedwyn, MARLBOROUGH, Wiltshire, SN8 3PB
	11	TOUR DAY MAILING_JUNE 2016	001	SELECTED	Mr R Pharoah	Old Orchard 20 The Grove, Butlocks Heath, Netley Abbey, SOUTHAMPTON, SO31 5FP
		MCCC_LEGACY_LAPSED_2016_SQL_USE	001	INTER	Mr R Pharoah	20 The Grove, Butlocks Heath, Netley Abbey, SOUTHAMPTON, SO31 5FP

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.

