

DataMOT

Your cost-effective data cleansing solution

Challenge

- I need to understand how clean my data is?
- How many of my customers and prospects have moved?
- Have any of my customers or prospects passed away?
- How do I keep my data regularly cleansed to be compliant under GDPR?
- Are the emails I broadcast delivered to live accounts?
- Are the telephone & mobile numbers I have on file live?
- Have any of my business prospects moved on to new companies?

Keeping your data fresh and clean makes sense from both a compliance and commercial perspective.

The What

Data MOT is our comprehensive data cleanse solution, providing comprehensive, low cost, flexible data cleaning ensuring your data is the best it can be. With the UK largest and most comprehensive suppression suite, you can rely on Data MOT to maintain your data to the highest standards, improving ROI and customer intelligence.

Proprietary Products - Purifi holds 35m house movers with 7m being add every year and our Obit deceased file offers a unique and low-cost alternative to high cost deceased suppression.

B2C Data Cleanse - All the major products including MPS, TPS, PAF, Equifax deceased, Equifax Movers, TBR, GAS, Mortascreen, NCOA Suppress, NDR, Smart Depart & The Bereavement Register.

B2B Data Cleanse - Business and contact level cleaning ensuring you can contact prospects at their place of work and identify those that have ceased trading.

Data Validation - Telephone, mobile and email validation to ensure your message will get through.

To find out more about our data compliance consultancy and other data solutions please contact us on 0203 2600 240 or email citipostmail@citipost.co.uk

The Why

Data degradation can be a big problem if your data is left un-checked. If left for a year then your data will go out of date by as much as 30%.

- 100,000 house moves a month
- 2.2m individuals change address each year
- Over 520,000 people pass away each year
- 80m records held in gone away files
- We hold 180,000 reconnection details

Poor data costs your business

- Wasted pack costs sent to customers who are not there
- Poor decisioning on out of date data
- Brand perception damaged by inaccurate data
- Potential breach of GDPR up to 4% of global turnover

The How

Data MOT is available in four different packages ranging from Introduction to Enterprise ensuring that your business gets the right solution for your needs.

Introduction

Data Audit and consultation

Light Touch

When required cleansing with bi annual audit

Comprehensive

Regular campaign cleanse activity with bi-annual full cleanse

Enterprise

Self-serve (Daas) via an API or online giving instant cleansing solutions

Our Cost Guarantee

Using our proprietary products, best in class technology and expert data technicians we **guarantee** to reduce your data cleaning costs.



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About Pure Data

We are passionate about data! With a combined data expertise of more than 150 years we have a culture that encourages us to think outside the box and deliver creative, compliant marketing data solutions that really make a difference. Our vision is simple... to be the most trusted source of compliant innovative data solutions.

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