



dataMatters

A customer guide

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1.0 Overview

dataMatters is a new service from TNT Post to allow you to get the most from your data and ultimately your DM campaigns.

Clean accurate data is just as critical to Direct Marketing campaigns, as strong creative and the right message. Having access to a number of current sources e.g. UK telephone numbers, preference service information and address data, can help companies achieve the maximum return on investment from their DM spend.

Not only does dataMatters enable you to clean or suppress your data it also allows you to profile your data using a brand new Green segmentation developed by Experian.

2.0 Data Cleansing and Enhancement

An accurate view of customer identity information is key to any organisation's contact strategy and its future growth. Completeness and accuracy is paramount. Our data cleansing service has been developed to ensure that you have the right sort of information to identify key prospects and customers quickly.

We have access to a range of industry files to enable you to do the following:

Clean

Verify and update contact information such as name and address to ensure personal information is complete, accurate and that direct marketing communications are deliverable.

Validate

Validate that an individual is present at an address and telephone contact details are correct to ensure that your direct marketing campaigns reach the intended recipient.

Suppress

Identify and remove individuals/businesses that cannot or will not respond, thereby reducing wasted mailing costs and avoiding causing consumer annoyance.

2.1 How does it work?

We offer a data cleaning service for both Business and Consumer data, it is very simple to use and is offered as a Bureau service to all customers.

We have access to a comprehensive range of industry data and in the first instance will perform a basic complimentary 'health' check on the data, whereby you will receive a comprehensive report with a recommendation of how to clean or suppress your data to get the most out of your marketing campaign.

2.2 Who can I speak to, to find out more about the data cleansing service?

Your TNT Post Account Manager is your first point of contact for all questions regarding the data cleansing service and will be able to provide you with detailed information.

For any further queries, please contact TNT Post Client Services on **01628 816768**.

2.3 Product Specification

To use this service there are 5 simple steps to follow:

1) Submit File

You can upload your file via a secure FTP server. You will also need to confirm to us via email whether the data is consumer or business. You will then be sent a confirmation message to let you know that we have received your data.

* For FTP login details please contact your TNT Post Account Manager

2) Define Data

Please make sure that each column has a title and is defined, for example Name, Address.

3) View Your Audit

You will be sent your complimentary data audit to your email address upon completion of processing.

4) Select Services

Choose the data cleaning service that you wish to apply to your data (see table 2.1.1).

5) Cleansed File

Your cleansed file will then be sent back to you and you will be invoiced accordingly.

You can select any of the data sources from the table below:

Service Offering	Description
PAF	Postcode Address File: The most up-to-date and complete address database in the UK, containing over 27 million addresses
OSIS	Operator Services Information System: BT's database of residential and business telephone numbers
OSIS plus	As above but also includes ex directory information
ER	Information taken from the Electoral Register
TPS	Telephone Preference Service: A register of over 4 million subscribers, including businesses, who wish to be protected against telemarketing calls
MPS	Mailing Preference Service: A list of people and small businesses who do not wish to receive targeted direct mail
FPS	Fax Preference Service: A list of fax numbers of individuals and small businesses that don't want to be sent targeted faxes
DeDupe	Duplicate detection: Detects and flags up duplication in data
CCJ	County Court Judgements: Delete those records that have CCJ's
Movers	Keep track of customers that move house
Goneaway	A suppression service for identifying and deleting over 87 million out-of-date records to increase response rates
Deceased	Filter out records of the recently deceased

Table 2.1.1

* All orders are subject to a £25 minimum charge

2.4 General Timescales

The general timescale is 48hrs for cleaning up to 1 million records.

2.5 What does the data cleansing service cost?

Please refer to the rate card provided by your TNT Post Account Manager.

*If you require something more bespoke, please contact your TNT Post Account Manager.

The rates used will be in accordance with the number of records cleaned or suppressed and are in the following bands:

<100,000 records

>100,000 records but < 1 million

>1 million records

2.6 VAT

All charges are subject to VAT at the applicable rate of 15%

3.0 Profiling – GreenAware Segments

Overview

GreenAware segments have been developed using a combination of two of Experian's segmentation systems:

- Mosaic, which draws on a wealth of demographic, socio-economic and financial information in order to classify all local neighbourhoods across the UK into distinct lifestyle types that fully describe their socio-economic and socio-cultural behaviour
- Person level Bespoke Pixel, which assigns each of the 48 million adults in the UK into different segments by combining four key pieces of information (Gender, Age, Household Composition and Council Tax).

3.1 What is GreenAware segmentation?

Green segmentation provides the customer with a portfolio of actionable consumer segmentation that gives you a complete picture of every UK household's carbon footprint, behaviour and attitudes.

It enables organisations to:

- 1) Understand the key drivers of consumer behaviour that influence our attitudes and actions towards the environment
- 2) Map regional variations in behaviour and attitudes to assist with the optimisation of resource allocation and communication
- 3) Identify a set of effective policies to reduce carbon footprint at a local level

As well as using dataMatters to cleanse your data, why not also segment your data according to a brand new Green segments classification developed by Experian. The Green Segments portfolio includes the following data variables:

- 1) Emissions
- 2) Geographic Characteristics (i.e. risk of flood, windstorm etc)
- 3) Property Characteristics
- 4) Household demographics
- 5) Behaviours
- 6) Attitude to the environment

3.2 How does it work?

The process is as above, with the option to use green segmentation after your data has been cleansed. The data will be flagged according to the green segments, you will then be able to either append or remove these records from your data before you send out your DM campaign.

Pricing for green segments will be available upon request and will be dependent on the volume of records being profiled.

3.3 What are the GreenAware Segment classifications?

Type	Classification	Description
01	Eco-Evangelist	Generally have a conviction of green beliefs and eco-friendly behaviours but are let down by a reluctance to give up their customary lifestyles
02	Convinced Consumer	They have a strong willingness to change behaviours and a high awareness of green concepts, although convenience is often an issue
03	Green but doubtful	Despite being well-informed these people remain unconvinced about green issues, although they are surprisingly responsible with their behaviours
04	Confused but well-behaved	These people have an extreme concern for climate change and are willing to demonstrate green behaviours, but are held back by a lack of information on green issues
05	Doing their best	They are concerned about environmental issues despite a lack of information, they would act more 'green' if it were not for the high costs involved
06	Sceptical Libertarians	They believe that they are contributing to environmental issues but display scepticism of ecological arguments meaning that their primary motivation is to save money
07	Too busy to change	They have an intermediate level of knowledge but it is financial incentives that encourage their moderate efforts to be green
08	Why should I bother?	Their lack of strong opinions and limited knowledge has led to them being eco-villains, who would respond only through compulsion and incentives
09	Constrained by price	They have an inclination to do more but demonstrate a lack of green behaviours, dependent on an extreme lack of finances and information
10	Wasteful and unconvinced	Fuelled by a lack of education and limited finances, this Type are very reluctant to give up their current lifestyle
99	Unclassified	

* Please note for more information with regards to the classifications for GreenAware segments, please contact your TNT Post Account Manager

3.4 How much does GreenAware cost?

Please refer to the rate card that your TNT Post Account manager can supply to you.



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