

Experian Intact

Online consumer data cleansing available 24/7

Experian Intact's online consumer data cleansing service enables organisations to improve the integrity of their data quickly and easily 24/7, without the need for prior technical knowledge or set up.

In today's service-led and increasingly competitive times, keeping in touch with existing customers and reaching new prospects has never been more important. However, consumer lifestyles are constantly changing. For instance, it is estimated that 3 million people move house and 600k people pass away each year. This results in consumer data becoming inaccurate and out of date very quickly, and decayed data carries a range of financial, reputation and regulatory risks for organisations.

Why is it important for organisations to use accurate data?

Reduce costs and improve return on investment

By identifying and removing individuals that cannot or will not respond to communications, an organisation can decrease its number of undeliverable/returned marketing items. This results in reduced campaign costs and an improved return on investment.

Consumer perception and brand reputation

Ensuring personal information is complete and accurate reduces the risk of causing consumer annoyance and creating a negative impression of your organisation.

Ensure compliance with data regulations

Consumers are becoming increasingly conscious of the numerous data regulations that organisations have to comply with, regular data cleansing reduces consumer complaints and ensures that an organisation is meeting the latest data protection and best practice guidelines.

Why Experian Intact's data integrity services are right for your organisation

Access to a comprehensive range of industry data

Experian Intact provides access to Experian files such as Absolute Movers and Absolute Contacts, along with a wide range of industry recognised data sources such as the Postcode Address File, National Change of Address, BT OSIS, Mailing Preference Service and Telephone Preference Service to improve the integrity of consumer data.

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Choice of services to meet your changing requirements

Experian Intact provides 24/7 online access and does not require any prior technical knowledge or set-up.

Experian Intact offers a free data audit and a full range of data integrity services:

- **Clean**
Verify and update name, address and date of birth details using files such as the Postcode Address File, ConsumerView and Absolute Contacts to ensure personal information is complete and 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 that cannot or will not respond as a result of them moving house, passing away or registering with one of the preference services, thereby reducing wasted marketing costs and avoiding causing consumer annoyance.
- **Enhance**
Use additional demographic and lifestyle information to gain a better insight into consumer behaviour and ensure your communication is relevant.
- **Match**
Accurately identify and remove duplicate records within a single file, or between two files, to avoid contacting an individual with the same offer multiple times, contacting an existing customer, or an individual who has specifically requested not to be contacted by your organisation.

Experian Intact is also able to offer a more traditional bureau service that can undertake your data cleansing requirements for you.

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