

## Data Cleansing & Data Validation

The additional data services provided by Fox are aimed to improve the accuracy and integrity of your contact data; it will maximise marketing budgets and improve operational efficiencies by eliminating duplication, ensuring legal compliance, reducing mailing costs & increasing your response rates.

## PAF Validation

All mailing data in the UK (if registered with Royal Mail) can be verified and checked against the Post Code Accreditation file (PAF), this means that we can clean your data of typing errors. If your data requires mailsorting it will achieve the best postage discount.

## De duplication

We can examine the data to make sure there is only one of each address/recipient so you save money in materials and mailing costs - and that the client only receives one copy.

## National change of address (NCOA) update:

Royal Mail's NCOA Update file will supply a forwarding address. This information is collected directly from the redirection application forms completed by consumers who are in the process of moving home.

## Suppression

Protect your brand, maximise marketing budget and increase responses by suppressing individuals who have died, moved, or do not want to be contacted.

## Gone Away's

If a company or recipient has moved, it is possible to remove them from mailing lists or in some cases, find the address they have moved to.

## Key facts

- Approximately 4,500 daily changes are made to the Royal Mail's Postal Address File (PAF).
- Approximately 1.2 million people move home every year (Royal Mail)
- Approximately 500,000 people die every year (Mortascreen)
- Consumer data decays at an average of 20% every year (GBGroup)