



## Your cost-effective data cleansing solution

### The 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

DMS Data Check ✓ is our comprehensive data cleanse solution, providing 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 DMS Data Check ✓ 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 cleanse solutions please contact us on 01444 635000 or email [info@directmailservices.co.uk](mailto:info@directmailservices.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 If left for a year then your data will go out of date by as much as 30%.**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 goneaway files
- 180,000 reconnection details



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### 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- Poor decisioning on out of date data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 regulations

### The How

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

### Introduction

Free 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 Promise

By cleaning your data you will not only save money for your business but improve the chances of your brand making a bigger impact.

### About DMS

We are a direct mail specialist company which has expanded its offering over the years to include Direct Mail, Colour Printing, Document Management, Marketing, Design & Creative so we guide you through successful campaigns with a clever mix of media advertising.

We focus on providing high quality services at competitive prices, and always aim to provide unrivalled client service. We want to be long-term partners of our clients, and we continually invest in new technology and value added services so that our clients never need to look elsewhere.

