Experian Datasets

Validate, enrich and suppress your customer data to unlock its full potential

Compatible with Experian Data Quality solutions to effectively manage your customer data quality

Contact us to find out how we
can add value to your data today:

dataquality@experian.com
0800 197 7920
www.experian.co.uk/data-enrichment

experian™

Better data produces better outcomes and opportunities.

Experian provides the most up to date and precise portfolio of address, consumer, business, public sector, geographic, and demographic data sets for enrichment and suppression purposes. This enables you to perform better customer analysis, effectively profile and segment your customers and gain greater insight for enhanced decision making.

The datasets work seamlessly within Experian's full suite of data validation, cleansing and enrichment solutions or as a one-off service by our Professional Services team to append additional data or suppress your customer records. This guide outlines each key data set along with the data source, update frequency, features and coverage, whilst also highlighting the benefits to your organisation.

Contents

UK Postal Address (PAF)

Supplier: Royal Mail

Update Frequency: Daily (Hosted Experian Address Validation), Monthly (SOAP API and on-premise)

Product Code: GBR

Country Coverage: England, Wales, Scotland, Northern Ireland

Overview

PAF, from Royal Mail, is widely recognised as the UK's most up-to-date and complete address database. It contains over 30 million business and residential addresses, and 1.8 million postcodes, which are verified each day by Royal Mail's 90,000 postmen and women. PAF constantly changes to reflect new builds, updates and deletions with between 3,000 and 5,000 updates every day.

By taking advantage of daily updates, you can get more deliveries to your customers first time. It saves businesses time and money by reducing abandoned carts, costly returned mail, fraudulent transactions and customer complaints.

PAF is accessible via Experian's address validation and cleansing solutions, which can be used in real-time at the point of address capture on your website or CRM system or in bulk for existing address records in your database.

Data Coverage

- **1.8 million** UK postcodes and over **30 million** UK residential and non-residential delivery points capable of receiving mail.

- UDPRN (Unique Delivery Point Reference Number) data, which is an eight-digit unique numeric code that identifies a specific premise and used for mapping geocoordinates.

Benefits

- **Accurate delivery of goods** – Capture accurate and complete addresses first time to maximise your rates of successful deliveries and improve route planning.

- **Faster check out process** – Use Experian Address Validation with PAF on your e-commerce website to reduce address entry time by up to 80%, ensuring a quick and efficient process for customers that also reduces cart abandonment rates.

- **Reduced risk of fraud** – Validating addresses provided by potential customers against PAF ensures the address provided exists, reducing the likelihood of fraudulent applications.

Find out more
Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation | Data Delivery Guide

Welsh Language Postal Address (PAF)

Supplier:	Royal Mail	**Update Frequency:**	Daily (Experian Address Validation API), monthly (AV SOAP API), quarterly (on-premise products)
Product Code:	WLS	**Country Coverage:**	Wales

Overview

The Welsh Language PAF, from Royal Mail, is widely recognised as the most up-to-date and complete address database for Wales. It works alongside UK PAF and contains details of all the 1.5 million postal addresses in Wales, around three quarters of which have a Welsh language alternative. The addresses are verified every day by Royal Mail's postmen and women. Where no Welsh language address exists, the English language equivalent is provided.

Welsh Language PAF is accessible via Experian's address validation and cleansing solutions, which can be used in real-time at the point of address capture on your website or CRM system or in bulk for existing address records in your database.

Data Coverage

- All **1.5 million** postal addresses in Wales, and the three quarters of which have a Welsh language alternative that are capable of receiving mail.

- **UDPRN (Unique Delivery Point Reference Number)** data, which is an eight-digit unique numeric code that identifies a specific premise and is used for mapping geocoordinates.

Benefits

- **Accurate delivery of goods** – Capture accurate and complete addresses in English or Welsh to maximise your rates of successful deliveries and improve route planning.

- **Faster check out process** – Reduce address entry time on your e-commerce website by up to 80%, ensuring a seamless check out process that reduces cart abandonment rates.

- **Reduced risk of fraud** – Recognising alternative Welsh language addresses provided by potential customers ensures the address exists, reducing the likelihood of fraudulent applications or registrations.

- **Personalised communication** – Welsh language PAF data enables organisations to ensure that communications to Welsh speakers are delivered and structured in the most appropriate way.

Find out more
Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation | Data Delivery Guide

Multiple Residence

Supplier:	Royal Mail	**Update Frequency:**	Monthly (Hosted and on-premise)
Product Code:	GBRMRF	**Country Coverage:**	England, Wales, Scotland, Northern Ireland

Overview

The Royal Mail PAF contains almost 30 million front door addresses in the UK but for 185,000 addresses, there are approximately 800,000 residences within the properties which do not appear in PAF. Multiple Residence data works alongside PAF and contains the addresses of the additional 800,000 residences, such as shared-entry addresses, self-contained flats and university or nurses' accommodation that do not appear in PAF.

With almost a quarter of all UK housing now flats and 2,000 new addresses added each month, Multiple Residence data is vital for organisations to accurately capture and validate hundreds of thousands of UK addresses.

Multiple Residence data is accessible via Experian's address validation and cleansing solutions, which can be used in real-time at the point of address capture on your website or CRM system or in bulk for existing address records in your database.

Data Coverage

- 185,000 properties divided into apartments or businesses, which equates to more than 800,000 residences that are not included in Royal Mail PAF.

- 25% of the address records situated in London alone.

Benefits

- **Accurate delivery of goods** – Ensure delivery to the recipient at their own residence, not just the shared front door of the building.

- **Faster check out process** – Reduce address entry time on your e-commerce website by up to 80% and ensure that a customers' address appears in the address picklist.

- **Reduced risk of fraud** – Reduce risk by identifying premises where there are multiple residences and ensuring addresses provided are complete and valid.

- **Enhanced targeting** - Identify new potential customers who may benefit from particular products or services such as university students living in halls.

Find out more
Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation | Data Delivery Guide

Not Yet Built

Supplier: Royal Mail	**Update Frequency:** Monthly (Hosted and on-premise)
Product Code: GBRNYB	**Country Coverage:** England, Wales, Scotland, Northern Ireland

Overview

Not Yet Built, from Royal Mail, is the only comprehensive dataset that enables you to identify postcodes and addresses for properties in the UK that are at the planning or construction stage, giving you prior knowledge of potential future customers.

Royal Mail assigns over 26000 new postcodes every year to over 100000 new residential properties in England, Scotland and Wales. When a property is able to receive mail, it is added to the Not Yet Built file.

The dataset contains over 500,000 UK property addresses that have been identified as at the planning or construction stage by the Local Authority. Without this data, organisations overlook thousands of soon-to-be deliverable addresses and potential marketing opportunities.

Not Yet Built address data is accessible via Experian's address solutions, which can be used in real-time at the point of capture on your website or CRM, or in bulk for existing address records in your database.

The property record moves to PAF when:

1. The address is assigned as a forwarding address on National Change of Address Update file (also available from Experian).

2. A postal delivery worker visually records the ability to accept post.

3. A site manager informs the Royal Mail that the property is complete.

Data Coverage

- **Over 500,000 new homes and offices** in the UK that are not yet in the PAF database. These properties are able to receive mail but are at the planning or construction stage.

Benefits

- **Accurate delivery of goods** – Capture accurate and complete addresses, even at the sub-premise level, to ensure delivery to the recipient.

- **Faster check out process** – Reduce address entry time on your e-commerce website by up to 80% and ensure that a customers' future address appears in the picklist.

- **Better customer service** - Receive details of properties in the planning and construction stage so you can arrange for products or services to be in place before an occupant moves in.

- **Enhanced targeting** - Build an accurate picture of exactly where future customers are going to live and work, to identify where there may be demand for certain products.

Find out more

Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation | Data Delivery Guide

Why choose Royal Mail address data from Experian?

Accuracy

Our PAF data can be updated daily, monthly or quarterly to suit the needs of your business and customers.

Experience

We have 20 years' experience in data quality management, enrichment and suppression projects, enabling businesses to extract and reap the full value of the dataset.

Support

We offer integration assistance, consultancy and comprehensive customer support via email, phone and our data quality community platform, along with a dedicated customer hub and knowledge base.

Accessibility

We deliver and maintain the dataset for you via our address management solutions.

Data enhancements

Our enhanced PAF file also includes non-required localities, Alias addresses, historic postal counties, UDPRN and BFPO addresses. In summary, we:

Remove inconsistencies and duplicates with in the PAF data, ensuring that the address data is standardised correctly for our solutions.

Reduce the file size by c.85% for storage, if purchased for on-premise usage.

Enrich postal non-required localities and counties if locality information is required in their address that is not supplied with PAF.

Retain a list of postcodes that have been recoded by Royal Mail since 1990 and integrate them back in so you can search using an old postcode and receive the recoded one.

Contact us to find out how we can add value to your data today:

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Irish Eircode

Supplier:	Eircode and HERE Technologies		**Update Frequency:**	Annually (Hosted Experian Address Validation)
Product Code:	IRX, ERC		**Country Coverage:**	Republic of Ireland

Overview

Eircode is the Republic of Ireland's postcode system that can accurately and uniquely identify every address in the region to support logistics, planning and marketing.

Over 35% of addresses in Ireland share their address with at least one other property, making it difficult for those delivering goods and services to accurately identify the location of an address. Eircodes help to solve this issue, as each individual address is assigned a unique Eircode to show exactly where it is located. It is an additional unique attribute appended to the end of all addresses.

The dataset covers every address in the Republic of Ireland, including residential properties such as houses, flats, units in a duplex, and non-residential addresses such as office buildings, factories, shops, bars, hospitals and individual units in business parks and shopping centres.

Eircode dataset is accessible via Experian's address solutions, which can be used in real-time at the point of capture on your website or CRM, or in bulk for existing address records in your database.

Data Coverage

- All business and residential addresses in the Republic of Ireland. Used in conjunction with the Irish address dataset.

Benefits

- Accurate delivery of goods – No two properties have the same Eircode, so appending the identifier to an address maximises the likelihood of successful delivery.

- Better customer service - Eircode enables fast and accurate capture of customer addresses via call centres and websites.

- Enhanced planning - Eircode enhances logistics and provision of services within communities. The codes optimise route planning by accurately identifying delivery and pick-up points.

Find out more
Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation | Data Delivery Guide

Why choose Eircode data from Experian?

Accuracy

As a certified Eircode partner and supplier, we deliver dataset updates as soon as it is received from Eircode. Eircodes are added the most accurate and comprehsnsive Irish address data.

Hassle-free

We deliver and maintain the dataset for you via our address management solutions.

Support

We offer integration assistance, consultancy and comprehensive customer support via email, phone and our data quality community platform, along with a dedicated customer hub and knowledge base.

Data enhancements

We perform additional data cleanses, standardisations and compressions on the data before delivering as part of our solutions to maximise address validation results.

Contact us to find out how we can add value to your data today:

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0800 197 7920
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International Postal Addresses

Supplier:	Certified, regional postal sources & third-party providers	**Update Frequency:**	Quarterly (on-premise) and annually (hosted), quarterly (all regional data sources)
Country Coverage:	245 countries & territories – see full list.		

Overview

Experian sources the most accurate and up to date international address datasets for 245 countries. Combining international address data with our powerful address validation and cleansing solutions enables businesses to quickly capture, correct, complete and validate national and international postal addresses at the point of capture or in bulk for existing records.

The datasets are sourced from national postal authorities and industry-leading third parties, updated regularly, and purchased by country or in bundles. With varying address formats, languages and frequency of record changes worldwide, this data is essential for organisations that operate internationally, have multi-national customer bases or who are looking to expand into new territories.

International address data is accessible via Experian's address solutions, which can be used in real-time at the point of capture on your website or CRM, or in bulk for existing address records in your database.

Data Coverage

245 countries and territories, consisting of:

- Datasets from **national postal sources** for Australia, Germany, Singapore, Belgium, Ireland, Spain, Canada, Luxembourg, Sweden, Denmark, Netherlands, Switzerland, Finland, New Zealand, United Kingdom, France, Norway and United States.

- Datasets from **industry leading data partners** for Africa (54), Eastern Europe (22), West Asia (16), Middle East (14), Western Europe (5), Eastern Asia (20), South America (13), Oceania (8), and Central America/Caribbean (24).

Note, country coverage and supplier varies by product. Please contact us to discuss your requirements.

Find out more
Email **dataquality@experian.com**
Call **0800 197 7920**
 Address Validation | Data Delivery Guide

Benefits

- **Accurate delivery of goods** – Capture accurate and complete addresses first time from all the countries in which you operate to improve successful delivery rates.

- **Faster check out process** –Reduce address entry time by up to 80% on your e-commerce website while ensuring a quick and consistent process for customers worldwide in order to reduce cart abandonment rates.

- **Pinpoint your customers** – Enrich your addresses with global geocoordinates for enhanced route planning and pick up point identification.

- **Reduced risk of fraud** – Validating addresses provided by potential customers against official data sources ensures the address provided exists, reducing the likelihood of fraudulent applications.

- **Hassle-free** – Rely on Experian as your single supplier to meet your long-term expansion plans.

Pointer® Address

Supplier:	Land & Property Services, Ordnance Survey, Royal Mail	**Update Frequency:**	Monthly (on-premise)
Product Code:	GBRPTR	**Country Coverage:**	Northern Ireland

Overview

Pointer® is a leading address and spatial dataset for every property in Northern Ireland, providing an exact postal address, geocoordinates, multiple occupancy and building use information, as well as UPRN (Unique Property Reference Number) for consistent referencing across N.I and Great Britain.

Land & Property Services (LPS) maintains the database with help from local councils as well as Royal Mail and Ordnance Survey of Northern Ireland (OSNI). To improve the quality of your data for Northern Ireland, it can be enriched with additional postal address delivery point data, government boundary data, geographic data and usage data for a given address.

Pointer® data is accessible via Experian's address solutions, which can be used in real-time at the point of capture on your website or CRM, or in bulk for existing address records in your database.

Data Coverage

- Both **postal** (Royal Mail PAF and new addresses not yet entered into PAF) and **non-postal** (objects without postal address information) addresses are included.

- Attributes include postal addresses, geocoordinates, information on multiple occupancy and building use, UPRN (Unique Property Reference Number) for Northern Ireland properties. It can be enriched with Irish grid reference data, geocoordinates, business use classification, commencement date, townland, building status, council name, and address status.

Benefits

- **Greater location insight** – Access addresses and their corresponding geocoordinates for more accurate and efficient location segmentation.

- **Enhanced property evaluation** - Sourced and matched from three regional datasets, the data is the single source of truth for property assessment and evaluation in the region.

- **Single Customer View** – Append a unique identifier like UPRN to customer records to link customer records across multiple systems and achieve a single customer view.

- **Fraud prevention** – Identify and recognise addresses and Irish alternative addresses, and ensure they appear in the address picklist.

Find out more
Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation

AddressBase® Premium

Supplier:	Ordnance Survey	**Update Frequency:**	Every 6 weeks
Product Code:	APR, APTFER, APRGOV, APRHEL, APRPSH, APRWPT	**Country Coverage:**	England, Scotland, Wales

Overview

AddressBase® Premium, from Ordnance Survey, is the most comprehensive property and spatial addressing database for Great Britain. It contains information on over 40 million residential addresses, businesses and non-postal locations from creation to retirement and enables organisations to understand the full history, use and location of a property.

With over 100 million cross-references, the data set is built from Royal Mail PAF, Ordnance Survey AddressLayer 2, the National Land & Property Gazetteer, National Street Gazetteer, One Scotland Gazetteer and the Valuation Office Agency.

Attributes include multi-occupancy data, pre-build and provisional addresses for proposed planning developments, historic address information and alternative addresses for current property records that are all partnered with unique identifiers including the UPRN (Unique Point Reference Number), UDPRN, TOID (Topographic Identifier) and grid data.

OWPA (Object Without a Postal Address) and Cross References to VOA data and products such as OS Mastermap Topography Layer are also included, as well as Gaelic language addresses and geographical coordinates so that it can be used within a GIS.

AddressBase® Premium is accessible via Experian's address solutions, which can be used in real-time at the point of capture on your website or CRM, or in bulk for existing address records in your database.

Note, if an organisation is a RSMA member, AddressBase® Premium is centrally funded by the government and free at the point of use.

Address & Property

Data Coverage

- **Over 40 million addresses and 100 million cross references** to provide the information relating to an address or property from creation to retirement. Key elements include:

  - Unique Property Reference Number (UPRN)

  - Current addresses and alternatives

  - Provisional addresses (proposed planning developments) and historic information for addresses (including historic alternatives)

  - Objects without a postal address (OWPAs)

  - Topographic identifiers (TOIDs) to link to OS MasterMap

  - Detailed classification codes and other meta-data to help you validate the quality of a record

  - Valuation Office Agency's Council Tax and non-domestic rates (NDR) data for additional classification

Benefits

- **Greater location insight** – Access addresses and their corresponding geocoordinates for accurate property location segmentation and analysis.

- **Single Customer View** – Append a unique identifier like UPRN, and OS' precise location point, to customer records to cross-identify and link customer records across multiple systems.

- **Enhanced decision making** – Discover insights needed for more accurate decisioning models, conduct more granular customer profiling, drive operational efficiencies, and reach your target audience more effectively to saves time.

- **Fraud prevention** - Alternative addresses highlight when two given addresses are the same property and can be used to identify non-existent properties as part of applications or claims.

- **Futureproof planning** – Access the most accurate list of provisional addresses in Great Britain yet to be completed. This is vital to determine the size of new infrastructure needed for population growth.

- **Enhanced property evaluation** - From planning, construction, occupation, change of use to demolition, the dataset is the most comprehensive view of Great Britain property lifecycles.

Find out more
Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation | Data Delivery Guide

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AddressBase® Premium Islands

Supplier:	Ordnance Survey	**Update Frequency:**	Every 6 weeks
Product Code:	APX, APXGOV, APXHEL, APXWPT	**Country Coverage:**	Northern Ireland, Channel Islands and the Isle of Man

Overview

AddressBase® Premium Islands, from Ordnance Survey, is the most comprehensive property and spatial addressing database. It delivers the current property data using addresses sourced from Local Authorities, Ordnance Survey and Royal Mail for Northern Ireland, Channel Islands and the Isle of Man. It extends the AddressBase® Premium data by delivering an extra 1 million address records, complete with the UPRN, outside of Great Britain.

The dataset is built from Royal Mail PAF, the NLPG, One Scotland Gazatteer, Northern Ireland Pointer Data, Digimap covering the Channel Islands, Isle of Man Government data and Valuation Office Agency.

If taken as AddressBase® Premium with Islands, this dataset provides single source of information for the whole of the UK. The data is accessible via Experian's address solutions, which can be used in real-time at the point of capture on your website or CRM, or in bulk for existing address records in your database.

Note, AddressBase® Islands is available for Public Sector Geospatial Agreement (PSGA) members from Summer 2020.

Data Coverage

- An additional **1 million address records** with UPRN for Northern Ireland, Chanel Islands and Isle of Man.

Find out more
Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation | Data Delivery Guide

Why choose AddressBase® Premium data from Experian?

Tailored solution

Due to the complexity of the AddressBase Premium dataset, a unique solution is often required to access, maintain and unearth the specific attributes in the data that meet your specific needs. As a licensed OS Partner, we have a full range of solutions that allow the relevant data to be used front-end and backend.

Client-focussed

We provide a collaborative and consultative approach, along with our solutions, to enable a smooth migration to AddressBase Premium from other reference files. We have 20 years' experience in data migration and enrichment projects, enabling businesses to extract the full value of AddressBase® Premium.
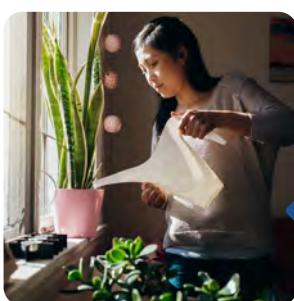
Data enhancements

We use unique compression technology that reduces the dataset file size by 80%, making it easier for you to store the data if used on-premise. You can also access additional data not available with the raw AddressBase® Premium file.

Single supplier

For organisations offering services nationwide, we offer a single source of information. We can provide a wealth of additional datasets from more than two Experian and other third parties. These can be used seamlessly with AddressBase Premium to add an extra level of insight on individuals and locations. The dataset can be integrated into your enterprise applications, resulting in a single supplier and single license cost for your organisation.

Support

We offer integration assistance, consultancy and comprehensive customer support via email, phone and our data quality community platform, along with a dedicated customer hub and knowledge base.

Multiple data formats

We offer a broad range of data formats. Ordnance Survey supply their products in limited formats but we can convert into all common GIS formats such as MapInfo TAB, Esri Shapefile, Esri File GeoDatabase and others.

Flexible deployment

Receive your AddressBase® Premium file from Experian or use Gateway to build your National or Local file yourself.

Contact us to find out how we can add value to your data today:

dataquality@experian.com | 0800 197 7920 | www.experian.co.uk/data-enrichment

Experian Business

Supplier:	Experian	**Update Frequency:**	Monthly
Product Code:	**Business** - GBRBUS, GBRBMO, GBRBRG, GBRBEM, GBRBLC, GBRBSC, GBRBCK **Extended business** - GBRBUX, BRXLN, GBRXUN, GBRXTN, GBRXRG, GBRXSI, GBRXFG, GBRXCC	**Country Coverage:**	England, Wales, Scotland, Northern Ireland, Isle of Man, Channel Islands

Overview

Business data from Experian's National Business Database provides a definitive and consistent view of the UK business population, including names, contact details and business demographic data. The dataset provides accurate and deliverable company names, addresses and unique reference numbers for over 5 million small medium and large businesses in the UK to enhance your ability to capture, validate, and manage your corporate data.

With over 120,000 record updates to Experian's database every month, it is essential for B2B companies to have accurate business information to fuel marketing campaigns and business operations. When appended to your data as part of our address solutions, you can better understand your corporate customers and prospects.

Experian's National Business Database combines data from 10 sources including Companies House, ThomsonLocal.com, BT OSIS file, Royal Mail's PAF, Payment Performance Data, Registry Trust and National Canvasse to deliver the most accurate and comprehensive file available. The data is accessible via Experian's address solutions, which can be used to append additional attributes in real-time on your website or CRM, or in bulk to enhance existing address records in your database.

Note, while PAF contains some business information, the business dataset supplements PAF with businesses listed in Experian's National Business database for the most comprehensive coverage of registered UK businesses.

Data Coverage

The following attributes for over 5 million UK businesses and 9 million individual contacts:

- Business name and addresses
- Telephone numbers
- Employee site counts
- Business location unique reference number
- SIC code
- Location type and SOHO Indicator
- Company registration number
- Non-limited company key
- Commercial Mosaic
- Industrial classification code

Benefits

- **Improved marketing ROI** – Maximise campaign engagement by correctly addressing your corporate customers and prospects across the UK. This reduces wasted mail and ensures communications reach the intended audience.

- **Enhanced targeting** – Identify and profile businesses within your existing records that have an interest in your products or services.

- **Improved business operations** – Enable smooth business processes and avoid costly data amends with accurate and complete customer and supplier records.

- **Faster check out** – Improve your checkout conversion rate by allowing your customers to quickly find their business address from the picklist in the shopping cart.

Experian Business

Names

Business names are included from Companies House and appended to postal addresses at the point of data entry or in bulk for existing address records. This ensures accurate delivery of goods and correspondence, while enabling faster data entry online.

Telephone Data

Telephone data, sourced from BT's OSIS file and Experian's National Business Database, provides the main contact numbers for over 2.1 million companies. When appended to your customer records, you can easily contact corporate customers across the UK.

SIC Codes Data

SIC (Standard Industrial Classification) codes are used to classify businesses by the activity they are involved in and the type of products and services they offer. This enables customers to perform more advanced customer and prospect profiling. The data is sourced from Companies House for private limited companies (Ltd) and mapped from the Thomson classification code for other companies.

Employee Site Counts

The Employee Site Counts dataset, sourced from Companies House, returns an approximate figure for the number of employees working at a given site or location. The data can be used for enhanced market segmentation, customer and prospect profiling and to forecast demand for products and services.

Location Type and SOHO Indicator

Location Type and SOHO indicator provides a description of the location, a code for the type of location (Headquarters, Branch etc) and an indicator as to whether the site is a small office or a home office. This is derived from correlations between PAF, Experian's consumer and business datasets, Thomson classification and Companies House.

Business Location Unique Reference Number

The URN is a 14-character reference number that uniquely identifies each business record within Experian's National Business Database. A business with many sites will have a Business Location Unique Reference Number for each site. This enables effective record deduplication and database analysis while providing a reference number for any additional information such as company turnover, profit, and parent subsidiary relationships.

Company Registration Number

The dataset, updated monthly, provides the official Company Registration Office Numbers for all limited companies which are sourced from Companies House for legal or financial purposes. The Company Registration Office Number is persistent and will not change if the company name changes.

Commercial Mosaic

Commercial Mosaic, from Experian, is demographic data relevant to a given business name. The 1.8 million businesses in Experian's National Business Database have been categorised into one of 50 types and 13 groups. This categorisation and segmentation enables companies to identify future business prospects that share similar characteristics to existing customers.

Non-Limited Company Key

The registered non-limited business company key is sourced from Companies House, which links to a unique record on the Experian credit database. Please note that multiple locations of the same business will all have the same Online Key.

Find out more

Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation | Data Delivery Guide

Why choose business data from Experian?

Trusted

Data is from trusted, authoritative sources, with monthly updates ensuring accurate and up to date records for use. This ensures that your corporate client records are enriched and accurate before they enter your database.

Hassle-free

Access via Experian's industry-leading address capture, cleansing and validation solutions; either integrated into internal or customer facing application where addresses are captured or as part of a bureau cleanse for existing records in your database.

Experience

We are data quality and enrichment experts, with over 25 years' experience, best-in-class address and business data, processes and technology that enable customers to harness the power of their data to drive better outcomes.
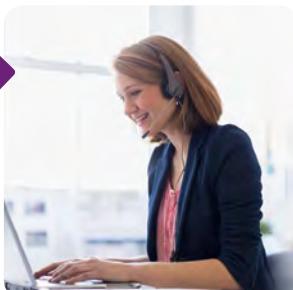
Unique coverage

Refreshed monthly, Experian business data is unique due to its breadth and depth of data. Plus, it is a fully hierarchical, where corporate groups, companies, sites and contacts are linked, allowing data variables and insight to be delivered at the desired level.

Support

We offer integration assistance, consultancy and comprehensive customer support via email, phone and our data quality community platform, along with a dedicated customer hub and knowledge base.

Data enhancements

We perform many rigorous data cleanses, standardisation and compliance checks to guarantee accuracy in matching before the data is delivered through our solutions.

Contact us to find out how we can add value to your data today:

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www.experian.co.uk/data-enrichment

Experian Names

Supplier:	Experian	**Update Frequency:**	Monthly (on-premise)
Product Code:	GBRNAM	**Country Coverage:**	England, Wales, Scotland, Northern Ireland, Isle of Man

Overview

Experian Names data provides the title, first name, middle initial and surname of adults in the UK, which is sourced from Experian ConsumerView as well as the Open Electoral Roll for marketing purposes.

Experian ConsumerView provides a definitive and consistent view of the UK adult population by bringing together registered records from the Open Electoral Register with data from Experian Consumer, Director, Shareholder and Contributor sources to fill any gaps left by those that opt out of the Electoral Roll.

Experian Names data is accessible via Experian's address solutions, which can be used to append additional attributes in real-time on your website or CRM, or in bulk to enhance existing records in your database. Consumer names are matched to postal addresses to provide organisations with correct contact information for a specific individual. This equips them with the details needed to personalise their marketing campaigns.

Note, all data is collected, compiled and delivered whilst maintaining and adhering to industry legislation and regulations. Names data is to be used for marketing purposes only. The Full Electoral Register can only be used by a small number of specified organisations for a restricted set of purposes.

Data Coverage

- The names (title, first name, middle initial, surname) and addresses of more than **49 million UK adults** (42m of which are prospectable)

- Addresses for more than **25 million households** (22m of which are prospectable). It gives access to 92.5% of all the names in the Full Electoral Register.

Benefits

- **Improved marketing ROI** – Maximise your customer and prospect's engagement with your marketing campaigns by delivering mail and brochures that are correctly addressed to the resident.

Find out more
Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation | Data Delivery Guide

Experian Individual Length of Residency

Supplier: Experian

Update Frequency: Monthly (on-premise)

Product Code: GBRNLR

Country Coverage: England, Wales, Scotland, Northern Ireland

Overview

Length of Residency data, sourced from Experian ConsumerView, identifies the length of time that an individual has been at the same address, as well as the length of time that the longest residing head of household has been at the same address. Length of Residency data is matched to postal addresses and Names data to provide organisations with the amount of time (in years) spent at a particular residence by year.

Experian ConsumerView provides a definitive and consistent view of the UK adult population by bringing together registered records from the Open Electoral Register with data from Experian Consumer, Director, Shareholder and Contributor sources to fill any gaps left by those that opt out of the Electoral Roll.

Experian Names data is accessible via Experian's address solutions, which can be used to in bulk to enhance existing address records in your database.

Data Coverage

Length of Residency data in years for all UK adults and households.

Benefits

- **Improved marketing ROI** – Maximise your marketing campaigns by identifying and targeting those individuals and households most likely in need based on their stage in residency.

- **Fraud prevention** – Ensure that the address and length of residency data provided by prospects as part of the application process is valid and accurate, ensuring they resided at the property for the given time.

Find out more

Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation | Data Delivery Guide

Experian Mosaic

Supplier:	Experian	**Update Frequency:**	Annually (on-premise)
Product Code:	GBRMHH, GBRMPC, APRPSH	**Country Coverage:**	England, Wales, Scotland, Northern Ireland

Overview

Mosaic is Experian's most comprehensive cross-channel classification system for the UK population to date. It has continually evolved to help you understand your customers' likely characteristics and communicate with them in the most relevant ways.

Building on a 30-year track record of identifying changes in the structure of UK society, Mosaic creates an easy to understand segmentation that allocates individuals and households into groups and detailed types, enabling you to effectively profile your target audience and customer bases.

Our Mosaic team, which has 100+ years of combined experience in developing and delivering regional and global segmentations, use variables from a combination of Experian proprietary, public and trusted third-party sources.

Experian Mosaic data is accessible via Experian's address solutions, which can be used to append additional attributes in real-time at the point of address capture on your website or CRM, or in bulk to enhance existing address records in your database.

Data Coverage

Over **850 million** pieces of information on **51 million** UK adults, **25 million** households and **1.7 million** postcodes.

This equates to **15 summary groups, 66 detailed types** and **238 person segments** of consumers.

Benefits

- **Customer experience** - Personalise your experience across multiple channels using enhanced consumer insights to improve retention.

- **Improved decision making** - Use Mosaic to enrich what you already know about your customers and put it into a new context that fuels better marketing campaigns.

- **Enhanced targeting** - By consistently segmenting people according to their characteristics and behaviour, you can instead talk confidently about the things that matter to them, using the channel they are most likely to respond to.

- **Optimise location footprint** - Understand geographic concentrations of your best customers and prospects to find the right locations for new stores, branches and services.

Find out more
Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation | Data Delivery Guide

Experian Financial Strategy Segments

Supplier:	Experian	**Update Frequency:**	Annually (on-premise)
Product Code:	GBRFH1, GBRFP1	**Country Coverage:**	England, Wales, Scotland, Northern Ireland

Overview

Financial Strategy Segments (FSS) is the next generation of behavioural classifications for financial service providers. The dataset gives a rare overview of over 50 million UK adults at macro and micro level by exploring current financial behaviour trends and the emergence of new types of consumers. It is built using a wide range of data, including demographics, lifestyle, social, economic, behavioural, product consumption, service and channel preferences.

Similar to Experian's Mosaic UK dataset, FSS segments the UK adult population based on behaviours among other attributes. The segmentation is tightly linked to each person's age and affluence, with consumers grouped into 15 groups and 55 types by individual, household or postcode based on similar financial behaviours.

Underpinned by almost 2,500 data variables that accurately describe consumers financial behaviour, the dataset delivers information on the types of products and services that individuals within a household need and want, enabling businesses to deliver more targeted communications based on the individual's financial needs and preferences.

Experian Financial Strategy Segments data is accessible via Experian's address solutions, which can be used to append additional attributes in real-time at the point of address capture on your website or CRM, or in bulk to enhance existing address records in your database.

Experian Financial Strategy Segments

Data Coverage

The **2,500 data variables** include income and mortgage models, normalised income differences, property value, council tax band and debt attitude.

Publicly available data:

- Office of National Statistics (ONS) Census

- Post Office Address File

- Shareholders register

- The 'edited' electoral roll

- Company Directors database

- Council Tax

- Consumer credit activity

- Property sales

- MORI Financial Survey propensity models

Experian proprietary data:

- Experian consumer surveys

- Pooled transactional data from Experian's business-to-consumer contributors

- Experian's Consumer Viewpoint database, which combines consumer identification data from all of Experian's businesses to provide a single customer view of every person and household in the UK.

Benefits

- **Identify growth opportunities** - Enables you to identify your highest value customers, to benchmark performance, identify opportunities for new products and services, to understand regional and local variations in product consumption and tailor communication.

- **Enhanced Marketing ROI** - Accurately profile your customers to deliver more relevant marketing, reduce wasted costs and find lookalike prospects.

- **Better decision making** - Make strategy decisions by using the segments to bring customer data to life. This helps you to understand your customers financial behaviour better through pen portraits and clear indexing.

- **Future planning** – Anticipate future need and understand where customers might go next on their journey.

- **Remain compliant** - Achieve a balance between regulation and growth. FSS can help you make responsible decisions, comply with legislation and safeguard your company's reputation.

Find out more
Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation | Data Delivery Guide

Why choose consumer data from Experian?

Unique data

Experian is a leading global provider of consumer classifications that is unrivalled in the market. Our unique combination of consumer insight allied to our understanding of local markets and economies means we can identify the best sources of data and methodologies to build truly innovative segmentation.

Reputation

Experian has been providing information on consumer behaviour to the global financial services industry for over 30 years. Our consumer databases are the largest and most comprehensive in the world, with our award-winning consumer segmentation being used by over 10,000 organisations globally to provide insight and understanding on the behaviour of consumers.

Support

We offer integration assistance, consultancy and comprehensive customer support via email, phone and our data quality community platform, along with a dedicated customer hub and knowledge base.

Hassle-free

Consumer data can be uniquely accessed via Experian's industry-leading address capture, cleansing and validation solutions; either integrated into internal or customer facing application where addresses are captured or as part of a bureau cleanse for existing records in your database.

Data enhancements

We perform many rigorous data cleanses, standardisation and compliance checks to guarantee accuracy in matching.

Contact us to find out how we can add value to your data today:

dataquality@experian.com
0800 197 7920
www.experian.co.uk/data-enrichment

Postzon™ 100 Metre Grid References

Supplier:	Royal Mail	**Update Frequency:**	Quarterly (on-premise)
Product Code:	GBRGRD	**Country Coverage:**	England, Wales, Scotland, Northern Ireland

Overview

Postzon™ 100 metre grid reference data returns a 100m grid area for a given postcode, with a property located anywhere within the 100m grid. The returned grid reference has a total of 10 digits (5 digit Easting, 5 digit Northing) and is the closest to the centroid property in the address postcode. This enables organisations to more accurately pinpoint a customers' approximate location and reach them more quickly while driving operational efficiencies.

Postzon™ 100 metre grid-references data is accessible via Experian's address solutions, which can be used to append location data in real-time at the point of address capture or in bulk for your existing address records.

Data Coverage

100m Eastings and Northings, Latitude and Longitude, and Landranger for UK, excluding Isle of Man and Channel Islands.

Benefits

- **Efficient delivery of goods** - Use grid data to provide more precise location information and increase the likelihood of successful goods delivery.

- **Customer targeting** – Grid data can be used for effective postcode mapping and customer base analysis based on location.

- **Greater operational efficiencies** – Introduce more efficient and cost-effective route planning by accurately pinpointing delivery and pick-up points.

- **Distance mapping** – Enables you, using a mapping tool, to calculate the geographic distances between two approximate locations (within 100m) such as nearest store, branch or service for a customer.

Find out more
Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation | Data Delivery Guide

Code-Point® 1 Metre Grid References

Supplier:	Ordnance Survey	**Update Frequency:**	Quarterly (on-premise)
Product Code:	GBRCPT	**Country Coverage:**	England, Wales, Scotland, Northern Ireland

Overview

Code-Point® 1 metre grids returns a unique national grid coordinate for each postcode in Great Britain which is accurate up to 1 metre. The dataset provides grid references of approximately 1.7 million postcodes, allocated to the centroid property in the postcode. The property can reside anywhere within that 1m grid. This enables organisations to pinpoint the location of a given address.

Code-Point® 1 metre grid reference data is accessible via Experian's address solutions, which can be used to append additional attributes in real-time at the point of address capture on your website or CRM, or in bulk to enhance existing address records in your database.

Data Coverage

With each coordinated point, Code-Point provides the following covering **121 postcode areas:**

- the number and type of postal delivery points in the postcode

- a positional quality indicator (PQI), which indicates the quality of the data underlying the Code-Point location coordinate (CPLC)

- the country indicator (either England, Scotland, Wales or Northern Ireland)

- the National Health Service region and area codes

- the local government county, district and ward codes

Benefits

- **Efficient delivery of goods** - Use grid data to provide more precise location information and increase the likelihood of successful goods delivery.

- **Customer targeting** – Grid data can be used for effective postcode mapping and customer base analysis based on location.

- **Greater operational efficiencies** – Introduce more efficient and cost-effective route planning by more closely identifying location points.

- **Distance mapping** – Enables you, using a mapping tool, to calculate the geographic distances between two approximate locations (within 1m) such as nearest store, branch or service for a customer.

Find out more
Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation | Data Delivery Guide

Global Geocoordinates

Supplier:	HERE Technologies (global) and Ordnance Survey (UK)	**Update Frequency:**	Quarterly (UK), quarterly – yearly (international depending on the country)
Product Code:	N/A	**Country Coverage:**	245 countries and territories

Overview

Global geocoordinates, also known as geocodes, are latitude and longitude coordinates for every geographical place on earth that can be pinpointed on a map.

Experian's real-time address validation solution is the fastest, most accurate way to capture, complete, format and validate customer addresses in real-time across 245 countries. When an address is entered on a customer facing website or internal application, the geocoordinates are matched and appended to the address record in real-time using the Unique Delivery Point Reference Number (UDPRN).

Enriching addresses with the precise geocoordinates at the point of data entry enables businesses to effectively map customer bases and services to drive operational efficiencies, implement targeted, marketing campaigns and deliver a positive customer experience.

Data Coverage

- Latitude and longitude coordinates for every geographical point across 245 countries.

- Geocoordinates are accurate to the rooftop level of a building.

Benefits

- **Efficient delivery of goods** -Use geocoordinates to accurately pinpoint a given postal address and increase the likelihood of successful goods delivery.

- **Customer targeting** – Geocoordinates can be used for effective postcode mapping and customer base analysis based on location.

- **Greater operational efficiencies** – Introduce more efficient and cost-effective route planning by precisely pinpointing delivery and pick-up points.

- **Distance mapping** – Enables you, using a mapping tool, to calculate the geographic distances between two exact locations such as nearest store, branch or service for a customer.

Find out more
Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation

Experian Location Essential and Complete

Supplier: Experian and Ordnance Survey

Update Frequency: Every 2 months

Product Code: GBRGEO, GBRISG

Country Coverage:
Location Essential – England, Wales, Scotland

Location Complete - England, Wales, Scotland, Northern Ireland, Channel Islands, Isle of Man

Overview

Location Essential and Location Complete datasets combine Royal Mail's PAF with geocodes, grid references, UPRNs and UDPRNs to accurately pinpoint UK addresses.

The roof-top geocoordinates and grid references provide the precise physical location of the addresses, accurate to within 1 metre. In addition, the UPRN can be appended to each address to uniquely identify your customer records, enabling effective record linking and matching across multiple systems.

Both datasets are accessible via Experian's address validation and cleansing solutions, which can be used in real-time to enrich addresses at the point of address capture on your website or CRM system or in bulk for existing records in your database.

With detailed location insight, you can build a unique and complete view of your customers to effectively pinpoint and map customer addresses, drive operational efficiencies and intelligently optimise your customer experience.

Find out more
Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation

Experian Location Essential and Complete

Data Coverage

Royal Mail's PAF is required for UK addresses, upon which the chosen location dataset provides:

- **Geocodes** – Latitude/longitude coordinates and Eastings (X) and Northings (Y) give the location of any place on the Earth's surface.

- **UDPRNs** – an eight-digit Unique Delivery Point Reference Number assigned by Royal Mail to every deliverable address in PAF.

- **UPRNs** – a twelve-digit Unique Property Reference Number assigned by Ordnance Survey to every addressable location in the UK, which remains consistent from planning to demolition.

- **AddressBase Premium Islands** - extension for Location Complete only

Note, the key difference between Location Essential and Location Complete is the regional coverage within the UK, outlined at the top of page.

Benefits

- **Achieve a single customer view** – Use the UPRN and UDPRNs to uniquely identify, link and match your customer records across data sources and enrich with additional data. This enables you to avoid errors in data exchange, remove duplicates, and create a single and complete customer view.

- **Enable last-mile delivery** – Capture and maintain accurate addresses, complete with precise location information, to optimise delivery route planning and reduce failed deliveries.

- **Improve customer experience** – Ensure customers are correctly identified and that they receive goods, services in a timely and efficient manner.

- **Deliver targeted mailings** – Better understand your customers by enriching their addresses with additional attributes and effectively map your customer base to deliver localised marketing promotions.

Why choose location data from Experian?

Approved supplier

We are certified Ordnance Survey and Royal Mail data partners, licensed to help you drive better outcomes using these enrichment datasets. We have helped thousands of customers to unlock the power of their data.

Hassle-free

Access the data and used via Experian's industry-leading address capture, cleansing and validation solutions; either integrated into internal or customer facing application where addresses are captured or as part of a bureau cleanse for existing records in your database.

Reputation

We are data quality and enrichment experts, with the best-in-class address, location and property data, processes and technology that enable customers to make better decisions.
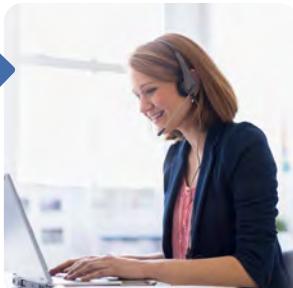
Data accuracy

Validate and enrich addresses with unique and most accurate set of geocoordinates, ensuring precise location information is captured alongside the accurate address.

Support

We offer integration assistance, consultancy and comprehensive customer support via email, phone and our data quality community platform, along with a dedicated customer hub and knowledge base.

Data enhancement

As we source and compile data from multiple sources, we perform many rigorous data cleanses, standardisation and compliance checks to guarantee accuracy in matching.

Contact us to find out how we can add value to your data today:

dataquality@experian.com
0800 197 7920
www.experian.co.uk/data-enrichment

Experian Government and Parliament

Supplier:	Office of National Statistics	**Update Frequency:**	Quarterly (on-premise)
Product Code:	GBRGOV, GBTFER, GBTMFR, GBRSPT, GBRHCD, GBRWPT, APRFER, APTFER	**Country Coverage:**	UK

Overview

Government data returns a selection of regional and local authority data for a given postcode. The user can specify the option to return the European Electoral Region, Government Office Region, Local Authority District code, Local Authority Electoral Ward, and the Local Education Authority code, or Census Output Area.

Government data is accessible via Experian's address validation and cleansing solutions, which can be used to append additional attributes in real-time at the point of address capture, or in bulk to enhance existing address records in your database.

Data Coverage

- Full Electrol Register, European Electoral Region, Government Office Region, Local Authority District code, Local Authority Electoral Ward, and the Local Education Authority code, Census Output Area, as well as Westminster and Scottish Parliament data.

Benefits

- **Greater operational efficiency** – Reduce the operational errors and eliminate manual work to append this information in-house.

- **Budget support** - Accurate records can support the allocation of funds and limit wasted budgets.

- **Enhanced resource allocation** – Effectively profile citizen data and append relevant local, central government or healthcare information to support frontline service targeting. For example, a university can associate a local education authority to a student's address record, helping them to track how fees should be paid.

- **Accurate citizen mapping** - ind out which citizens live in which borough/constituency to enable targeted political communications.

Find out more
Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation | Data Delivery Guide

Experian Government and Parliament

Learn more about the key data attributes, available individually or collectively, as part of Experian's Government and Parliament dataset:

Full Electoral Register

The Electoral Register is a list of all those in a particular locality that are registered to vote. It is compulsory by law to provide details to the register and includes information such as name, age nationality, address, national insurance number. Covering England, Scotland and Wales, it is published once a year but updated every month. Note, use of the file is restricted to permitted purposes.

European Electoral Regions

European Electoral Regions are used to elect members of the European Parliament to the European Parliament in Strasbourg. The number of members of the European Parliament in each region varies with population size.

Government Office Regions

Government Office Regions reflect many government departments that aim to work in partnership with local citizens and organisations in order to maximise prosperity and the quality of life within their area.

Local Authority Names and Districts

The Local Authority Names and District codes correspond to the level of local government, including local authority districts, unitary authorities, metropolitan districts, London boroughs, council areas and district councils.

Local Authority Electoral Ward

The Electoral Ward name and code is a sub-division of Local Authority District data, which uniquely identifies a specific ward.

Local Education Authorities

Local Education Authorities (LEAs) are the bodies responsible for the local administration of state sector education services in England and Wales. Each Local Education Authority coincides with a county, unitary authority, metropolitan district or London borough. Local Education Authority boundaries are adjusted annually to correspond with any changes to the boundaries of surrounding areas.

Census Output Areas

Census Output Data is a collection of 5,022 areas nested within wards, containing on average 125 households that tend towards homogeneity.

Westminster Parliament

The Westminster Parliamentary data returns the member of Parliament, the political party to which they belong and the parliamentary constituency name for a given postcode.

Scottish Parliament

The Scottish Parliamentary data returns the member of Parliament, the political party to which they belong and the parliamentary constituency name for a given postcode.

Find out more
Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation | Data Delivery Guide

Why choose Government and Parliament data from Experian?

Hassle-free

Access the data and used via Experian's industry-leading address capture, cleansing and validation solutions; either integrated into internal or customer facing application where addresses are captured or as part of a bureau cleanse for existing records in your database.

Trusted data

We source data from official Government sources, update frequently and host the data if needed, ensuring you always have access to the latest information and a seamless experience.

Support

We offer integration assistance, consultancy and comprehensive customer support via email, phone and our data quality community platform, along with a dedicated customer hub and knowledge base.

Experience

We are data quality and enrichment experts, with the best-in-class address, Government and citizen data, processes and technology that have enabled hundreds of public sector organisations to harness the power of their data and drive better outcomes.

Data enhancement

As we source and compile data from multiple sources, we perform many rigorous data cleanses, standardisation and compliance checks to guarantee accuracy in matching.

Contact us to find out how we can add value to your data today:

dataquality@experian.com
0800 197 7920
www.experian.co.uk/data-enrichment

Health

Supplier:	Office of National Statistics
Update Frequency:	Quarterly (on-premise)
Product Code:	GBRHEL
Country Coverage:	England, Wales, Scotland, Northern Ireland

Overview

Health data consists of the relevant NHS authority, primary care organisation, clinical commissioning group and Local Authority ward codes which are assigned to a given postal address. The dataset is accessible via Experian's address solutions, which can be used to append additional attributes in real-time at the point of address capture on your website or CRM, or in bulk to enhance existing address records in your database.

Data Coverage

The following details are provided for a given postal address:

- National Health Service Authority

- Primary Care Organisation

- Electoral Ward

- Clinical Commissioning Group

Benefits

- **Improved care** – Increase accuracy of data in order to improve patient care and outcomes, make informed decisions, and monitor activity

- **Enhanced resource allocation** – Effectively profile citizen data to enable efficient use of funding and accurate service delivery

- **Accurate patient mapping** - Enables you to find out which citizen care group individuals belong to for targeted communications or ensure the correct group is assigned.

Find out more
Email datatquality@experian.com | Call **0800 197 7920** | Address Validation | Data Delivery Guide

Gas and Electricity Register

Supplier:	Ecoes (Electric) and Xoserve (Gas)	**Update Frequency:**	Quarterly (on-premise)
Product Code:	GBRGAS, GBRELC, GBRGEX	**Country Coverage:**	England, Wales, Scotland, Northern Ireland

Overview

The Utilities Register contains gas and electricity meter numbers for UK properties. These meter numbers are unique and sourced from the Ecoes electricity and Xoserve (DES) gas registration databases before being matched to Royal Mail PAF address data.

Gas details are registered with the National Grid Gas Network, and electricity details are registered with Public Electricity Suppliers (PES). The dataset is used to quickly capture accurate gas and electricity supply-point details for supplier-switching registrations in order to enhance the customer journey and reduce errors during the switch process.

Note, restrictions and regulations apply to the usage of the register. Utilities data is only available to energy suppliers and distributors that contribute to and receive these databases from Ecoes and Xoserve. Customers submit their files to Experian quarterly for processing.

Data Coverage

- Gas attributes include gas supply address, meter number, match level with PAF, site annual quantity, region, independent gas transporter name, gas act party for compliance, meter point status, and designation for use.

- Electricity attributes include electricity supply address, meter number and type, distributor name, match level to PAF, grid supply point, profile class, timeswitch code, standard settlement class, line loss factor, energisation status and date, installer ID, DCC flag and the smart metering system service operator, in home display install status, supplier view of the SMETS, unique identifier for measurement class and green deal plan status.

Benefits

- **Customer experience** – Accelerate the registration process and rapidly source supply point details for accurate tariff estimation.

- **Maximise revenue** - Capture valid and correctly formatted addresses to manage your database more effectively.

- **Cut costs** - Minimise time and money wasted when errors are made during energy switches.

- **Enhanced data matching** - Experian matches the gas and electricity data to Royal Mail's PAF, ensuring only valid and deliverable addresses are provided.

- **Trusted partner** - We have partnered with many utilities' companies over the last 25 years to leverage the power of this dataset and integrate into their daily workflows to drive operational efficiencies

Find out more

Email dataquality@experian.com | Call 0800 197 7920 | Address Validation | Data Delivery Guide

Customer Record Suppressions

Although the data you hold might have been accurate when it was first collected, the average database decays quickly over time. Every day in the UK, 1,600 people pass away, 18,000 people move house and 1,800 people register with the Mailing Preference Service (MPS). This strongly emphasises the need for regular cleaning and suppression.

Suppression data, consisting of 9 datasets and more than 180m records, enables you to find, flag and remove unwanted records from your database temporarily or permanently, which will help to maintain the quality and durability of your customer data. This clean data can then be enriched with additional valuable information using the datasets above for more detailed data analysis for reporting and more targeted marketing communications.

You can manage this yourselves using the datasets of your choice when needed. Alternatively, rely on our dedicated Professional Services team for one-off requests, where we fully understand your requirements and work with you to choose the order in which you use the 9 datasets and how often to help manage your budget.

Experian Absolute Movers and Absolute Contacts

Supplier:	Experian	**Update Frequency:**	Monthly (on-premise)
Product Code:	Absolute Contacts – GBRABC.GBSGVT, GBSMKT, GBSFNC Absolute Movers - GBRABS, GBRABS.PERM, GBSFNC, GBSGVT, GBSMKT	**Country Coverage:**	England, Wales, Scotland, Northern Ireland

Overview

Experian Absolute Movers and Contacts is the most efficient, accurate and trusted way to remove anyone from your database that no longer resides an address – reducing wasted marketing spend and the potential of sending sensitive information to the wrong address.

We know that individual movement between homes is complex as people within a household do not always move together and some people leave an address temporarily only to return later on. The dataset identifies and validates individuals that have left an address temporarily or permanently, or subsequently returned on a monthly basis.

The data is sourced from private and public data sources such as customer informed moves, residency data from local authorities across the UK, current edited electoral roll and Experian's own data sources. Using this data to clean your existing customer records, you can keep in touch or regain contact with customers if and when they move, reducing marketing waste and the threat of negative PR associated with poorly targeted communications, and protecting against potential identity fraud.

Data Coverage

Absolute Movers:

- Over 70 million records stored for up to 6 years.
- 500k–1 million record updates monthly.

Absolute Contacts:

- Over 12 million records stored for up to 6 years.
- 200k–400k record updates monthly.

Individual and residential address data.

Benefits

- **Maintain contact** – With accurate identification of movers and forwarding addresses to use, you can maintain valuable customer relationships and keep in contact with those who move address.
- **Reduced waste** - Reduce wasted spend caused by sending communications and marketing campaigns to the wrong addresses or to individuals that no longer live an address.
- **Data protection** - Reduce the risk of sending potentially sensitive information to the wrong person or household.
- **Data compliance** – Ensure you are only marketing to individuals and households that you have permission to do so.

Find out more
Email dataquality@experian.com | Call **0800 197 7920** | Address Validation | Data Delivery Guide

Why choose Absolute Movers and Contacts data from Experian?

Premium coverage

Experian's dataset has premium coverage compared to the NCOA file from Royal Mail. The NCOA file is not the total population of movers. It is a paid-for service that consumers have to subscribe to. It is estimated that about half of Britons who move each year do not register their new details with Royal Mail.
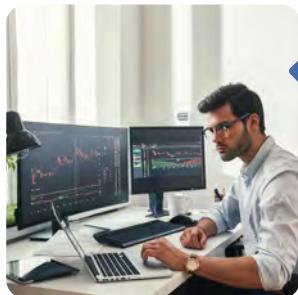
Unique data

Absolute Movers relies on Experian's own data sources as well as compliant third parties and the Electrol Roll to create the most comprehensive suppression file.

Secure data transfer

We work with military grade data centres and processing files, ensuring the secure data transfer and protection of your data.

Experience

We are data quality experts, with the best-in-class data, processes and technology that enable you to harness the power of data and drive better outcomes.

Complete data quality solution

We do more than just cleanse your data and identify records for suppression. We have a comprehensive data catalogue to enhance your data quality and thorough processes to assess, investigate issues, cleanse enrich or suppress your data.

Contact us to find out how we can add value to your data today:

dataquality@experian.com
0800 197 7920

National Change of Address (NCOA) Update and Suppress

Supplier:	Royal Mail	**Update Frequency:**	Monthly (on-premise)
Product Code:	NCOA Update - GBRNCA, GBSGVT, GBSMKT, GBSBRX NCOA Supress - GBRUSS, GBSMKT, GBSBRX	**Country Coverage:**	UK

Overview

The NCOA dataset is sourced from the Royal Mail's redirection service, where people who have moved pay to have their mail redirected to a new address for a certain period so they continue to receive mail. The dataset contains more than 23 million records and is growing at around 100,000 records per month or 1.2 million per year.

It identifies individuals who have moved and trace their forwarding address by matching records to surname or individuals, enabling organisations to maintain relationships with valuable customers while avoiding contact with individuals that have moved and are no longer of interest.

Keeping up with your customers lives and changing circumstances can be difficult. According to ONS, on average 11% of the UK's population move every year, that equates to approximately 25,000 address changes a day – this shows how quick your database that you worked hard to build, can decay and become less effective.

By cleansing your database using NCOA, you can reliably identify and suppress customers that have moved address and find their forward addresses to maintain relationships with valuable contacts.

Data Coverage

Individuals who have taken out a permanent redirection and given permission for their data to be used in the service. Royal Mail estimates that around 50% of people moving to a new house will have their mail redirected, and around 50% of these will give permission for use in NCOA.

Benefits

- **Maintain contact** – If your customer moves house and doesn't inform you, you can't communicate with them. Use NCOA to maintain valuable customer relationships.

- **Reduced waste** - Reduce wasted spend caused by sending communications and goods to individuals that no longer live an address.

- **Data compliance** – GDPR and DPA make data accuracy a legal requirement. Reduce the risk of a compliance breach by sending potentially sensitive information to the wrong person or household.

- **Brand perception** – Ensure that communications reach the intended recipient and avoid spamming individuals residing at the households who are not interested in your updates.

Find out more
Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation | Data Delivery Guide

Gone-Away Suppression (GAS)

Supplier:	REaD Group		**Update Frequency:**	Monthly (on-premise)
Product Code:	GBRGSF, GBRGBSBRX, GBSMKT		**Country Coverage:**	UK

Overview

The Gone Away Suppression File (GAS) is an accurate and effective way to identify those who have moves in or out of a property. The dataset is now responsible for cleaning half of all direct mail in the UK, as it contains over 99.1 million records of homeowners and renters with 1.4 million records added monthly.

The REaD Group has created GAS by using private and public domain data sources. By cleansing your database using NCOA, you can reliably identify and suppress customers that have moved address and find their forward addresses to maintain relationships with valuable contacts.

Data Coverage

- **99.1 million records of UK adult homeowners** and renters, with 1.4 million records added monthly.

- **90% of all UK home movers** are added to the GAS File within 12 months.

Benefits

- **Maintain contact** – With accurate identification of movers and forwarding addresses to use, you can maintain valuable customer relationships and keep in contact with those who move address.

- **Reduce waste** - Reduce wasted spend caused by sending communications and marketing campaigns to the wrong addresses or to individuals that no longer live an address.

- **Data protection** - Reduce the risk of sending potentially sensitive information to the wrong person or household.

- **Data compliance** – Ensure you are only marketing to individuals and households that you have permission to do so.

Find out more
Email **dataquality@experian.com** | Call **0800 197 7920** | Address Validation | Data Delivery Guide

Experian Mortality Suppression

Supplier:	Experian	**Update Frequency:**	Monthly
Product Code:	GBRMSS, GBSFNC, GBSGVT, GBSMKT	**Country Coverage:**	UK

Overview

Experian's Mortality Suppression dataset helps prevent organisations from mailing the deceased individuals. It consists 2.4m records from Experian's propriety data and all of the industry's major deceased files, which continues to grow month on month.

On average, over 170,000 mailings are delivered to people who have passed away. Experian Mortality suppression is the most efficient, accurate and trusted way to remove anyone who has passed away from your databases – reducing the risk of reputational damage and enhancing marketing campaign performance.

Data Coverage

- 2.4m records of UK deaths, which continues to grow.

Why Mortality suppression from Experian?

Unique dataset – Only available to Experian customers, this dataset contains proprietary data as well as data from all major deceased files available for the UK, which provides unparalleled coverage.

Benefits

- **Customer care** – Identify customers who have passed away and act sensitively to their family or friends in the household at that time.

- **Reduce waste** - Reduce wasted resource caused by sending communications to deceased individuals.

- **Brand reputation** – By cleansing your database to remove deceased records, this will avoid causing distress to bereaved families and friends and will protect your brand.

- **Reduce fraud** – Removing deceased customers from your database and flagging them as such reduces the potential of identity fraud.

- **Data compliance** – Organisations have a responsibility to keep data up to date and accurate.

Find out more
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Mortascreen

Supplier:	Wilmington Millennium	**Update Frequency:**	Monthly (on-premise)
Product Code:	GBRMOR, GBSFNC, GBSGVT, GBSMKT, GBSBRX	**Country Coverage:**	England, Wales, Scotland, Northern Ireland, Isle of Man, Channel Islands

Overview

Mortascreen Mortalities is the largest, most trusted and up to date register of deceased individuals. It contains the details of anyone who had an estate of over £5,000 in England and Wales since 1989 or over £15,000 in Scotland since 1996. This equates to over 10.5 million records and 95% of all UK deaths with over 50,000 records are collected each month. This makes Mortascreen the largest file of its kind, with the most comprehensive collection of recent deaths.

The data is sourced from many trusted sources within the bereavement services sector, including Probate data, Funeral Directors, Financial Institutions, Probate, Insurance data, the Deceased Preference Service, registration forms and other third-party data. It does not contain any assumed deaths generated from inactivity on financial accounts, postal returns or unverified third-party deaths.

Use is restricted to direct mail suppression only. It may not be used for credit screening or fraud detection purposes.

Data Coverage

10.5 million individual records including forename, middle name (where available), surname, fully PAF corrected address lines and postcode, title, gender, the actual date of death (not date added to file) and date of birth.

Benefits

- **Customer care** – Identify customers who have passed away and act sensitively to their family or friends in the household at that time.

- **Reduce waste** - Reduce wasted resource caused by sending communications to deceased individuals.

- **Brand reputation** – By cleansing your database to remove deceased records, this will avoid causing distress to bereaved families and friends and will protect your brand.

- **Reduce fraud** – Removing deceased customers from your database and flagging them as such reduces the potential of identity fraud.

- **Data compliance** – Organisations have a responsibility to keep data up to date and accurate.

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The Bereavement Register (TBR)

Supplier: ReAD Group

Update Frequency: Monthly (on-premise)

Product Code: GBRTBR, GBSMKT, GBSBRX

Country Coverage: England, Wales, Scotland, Northern Ireland, Isle of Man, Channel Islands

Overview

The Bereavement Register (TBR) is the central database of deaths in the UK and is used to prevent direct mail being sent to the deceased. Covering 96% of UK deaths, the dataset consists of 9.8 million records with 30000 – 40000 added per month. 75% of direct mail that is cleaned in the UK is screened against the Bereavement Register given that deaths are typically recorded within 14 days.

A deceased person's details can be registered by the bereaved families or friends on the TBR website or from wallets distributed at funeral directors. Organisations can check their mailing lists against the Bereavement Register to identify any matches and are then obliged by law to remove these records from future mailings.

Data Coverage

- **96% of UK deaths** are registered with the TBR. This equates to **9.8 million records** with approx. 30-40k records added per month.

- Data collected by families and friends of the deceased registering their details.

Benefits

- **Customer care** – Identify customers who have passed away and act sensitively to their family or friends in the household at that time.

- **Reduce waste** - Reduce wasted resource caused by sending communications to deceased individuals.

- **Brand reputation** – By cleansing your database to remove deceased records, this will avoid causing distress to bereaved families and friends and will protect your brand.

- **Reduce fraud** – Removing deceased customers from your database and flagging them as such reduces the potential of identity fraud.

- **Data compliance** – Organisations have a responsibility to keep data up to date and accurate.

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Mailing Preference Service

Supplier:	Direct Marketing Association	**Update Frequency:**	Monthly (on-premise)
Product Code:	GBRMPS, GBSBRX, GBSFNC, GBSGVT, GBSMKT	**Country Coverage:**	England, Wales, Scotland, Northern Ireland, Isle of Man, Channel Islands

Overview

The Mailing Preference Service (MPS) register from the Direct Marketing Association is the official 'do not mail' register in the UK which enables individuals to opt out of unsolicited, personally addressed advertising mail. 6.1 million consumers are registered with the MPS.

Cleansing your database against the MPS is the fastest and most accurate way to respect your customers' communication preferences and ensure you do not mail people you shouldn't. The dataset is set up to enable individuals to have their names and home addresses in the UK removed from lists used across the direct mail industry. Organisations are legally obligated to respect their customers' terms for communication or face potential fines of up to £440,000.

Data Coverage

The names and addresses of all UK adults over the age of 16 that have opted out of advertising mail with the DMA. This is currently **6.1 million consumers.** The exemption lasts a period of 2 years.

Benefits

- **Data compliance** - Ensures organisations comply with the Advertising Standards Authority and Data Protection Act. Organisations that individuals that do not want unsolicited mail could face fines up to £400k.

- **Brand reputation** – If an individual does not want to be contacted, this ensures their preferences are adhered to and avoids potentially damaging PR.

- **Reduced waste** - Reduce wasted resource caused by sending communications to those who do not want to hear from you.

Find out more
Email dataquality@experian.com | Call **0800 197 7920** | [Address Validation](#) | [Data Delivery Guide](#)

Telephone Preference Service

Supplier:	Direct Marketing Association	**Update Frequency:**	Monthly (on-premise)
Product Code:	GBRTPS, GBSGVT, GBSMKT, GBSBRX, GBSFNC	**Country Coverage:**	England, Wales, Scotland, Northern Ireland, Isle of Man, Channel Islands

Overview

The Telephone Preference Service (TPS) register from the Direct Marketing Association is the UK's only official 'do not call' register for landline and mobile numbers which enables individuals to opt out of unsolicited, sales and marketing telephone calls. Over 22.4 million consumers are registered with the TPS.

Cleansing your database against the MPS is the fastest and most accurate way to respect your customers' communication preferences and ensure you do not call people you shouldn't. The dataset is set up to enable individuals to have their names, landline and mobile numbers in the UK removed from lists used across the telemarketing industry.

If a number is registered with the TPS, organisations are legally required – by the Privacy and Electronic (EC Directive) Regulations 2003 – to refrain from calling it. In the UK, the Information Commissioner's Office enforces the law and has power to fine firms that break it. Organisations are required to screen against TPS at least once every 28 days.

Data Coverage

All UK adults over the age of 16 that have opted out of telemarketing via landline or mobile number. Over 22.4 million consumers currently registered. This is a life-time registration by the individual.

Benefits

- **Data compliance** - Ensures organisations comply with the EC Regulations 2003 and avoid costly fines. Organisations are required to screen against TPS at least once every 28 days to ensure individuals do not receive unsolicited phone calls.

- **Brand reputation** – If an individual does not want to be contacted, this ensures their preferences are adhered to and avoids potentially damaging PR.

- **Reduced waste** - Reduce wasted resource caused by calling those who do not want to hear from you.

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Experian Professional Services

Here to support you

Experian's specialist team of data quality consultants can identify and advise on all data issues you may be experiencing as well as implement solutions to minimise risk and fix issues at source. They also provide invaluable advice and support to ensure you get the most from your data investment.

Our Professional Services team can work with you to:

- Produce a data quality strategy and associated plan of action for the ongoing improvement of your data

- Deliver a free audit of your database(s) to help you identify issues and understand your data better

- Provide delivery solutions to support projects such as data migrations, creating a single customer view or improving ongoing data quality and reporting

- Improve your contact data quality with our one-off or ongoing bulk data cleaning, validation and enrichment services, or enable you to use the tools to manage this in-house if preferred

Why Experian?

Experian unlocks the power of data to create opportunities for consumers, businesses and society.

At life's big moments – from buying a home or car, to sending a child to college, to growing your business exponentially by connecting it with new customers – we empower consumers and our clients to manage their data with confidence so they can maximise every opportunity.

We gather, analyse and process data in ways others can't. We help individuals take financial control and access financial services, businesses make smarter decision and thrive, lenders lend more responsibly, and organisations prevent identity fraud and crime.

For more than 125 years, we've helped consumers and clients prosper, and economies and communities flourish – and we're not done. Our 17,000 people in 44 countries believe the possibilities for you, and our world, are growing. We're investing in new technologies, talented people and innovation so we can help create a better tomorrow.

Contact us to find out how we can add value to your data today:

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0800 197 7920
www.experian.co.uk/data-enrichment