Experian Intact

Online data cleansing
ENHANCE

Experian™
Marketing Services

Enhance

Enhancing consumer or business data with additional information enables organisations to gain further insight into their customers and prospects, to improve campaign response rates and return on investment by targeting the appropriate offer at the right individual.

Experian Intact provides 24/7 online access directly from the user's desktop and does not require any prior technical knowledge, configuration or set-up

Experian Intact uses a number of reference sources to enhance both consumer and business data:

Consumer Data Enhancement
ConsumerView

ConsumerView provides a single, definitive and consistent view of the UK adult population, containing a broad and accurate range of demographic, socioeconomic and behavioural characteristics on each adult and household in the UK. Comprising of circa 49m individuals, ConsumerView is a combination of the Edited Electoral Roll, including updates from the monthly rolling register, Experian's proprietary data assets, partnerships with other data owners and other compliant data sources. The following consumer data enhancement variables are available to append through Experian Intact:

- Gender
- Age bands (modelled)
- Marital status - person level demographic variable that identifies the marital status of each individual living at an address
- Length of residency - identifies the length of time that an individual has been at the same address
- Directorship information - identifies individuals at an address who are company directors

- Financial Strategy Segments – a person and household level segmentation developed to help financial services companies target their financial products and services
- Personal income model – providing an individual's likely income
- Financial Stress – identifies an individual's potential to become financially over stretched and struggle with further payments
- Property council taxation – a segmentation tool based upon actual council tax bands for each residential property in England, Wales and Scotland, providing an indication of individual wealth and financial status
- Household Tenure
- MOSAIC for UK, Scotland and Northern Ireland – classification tool describing socio-economic and socio-cultural behaviours for all individuals in the UK
- Household Income model – providing the likely household income for an address
- Family Lifestage - a household level demographic that shows the combined stage of life and family status, including children.

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Business Data Enhancement
National Business Database

Experian's National Business Database is the single most comprehensive data source in the UK and is the only source of business information containing Thomson Directories data, and a unique combination of 8 other datasets. The file contains 4.2m records in total, covering 5m decision makers in the UK and also contains the following business variables that provide additional insight into customers;

- Trading status
- Legal status
- Year of incorporation
- Number of employees
- Number of employees at site
- Site Type
- SoHo flag
- Turnover
- Turnover flag
- SIC code
- SIC text
- Activity at site
- Registered Office Location
- Premise Type
- Parent Name
- Parent Registration Number
- Ultimate Parent Name
- Registration Number
- Net Worth
- Net Worth flag
- Pre-tax Profit/loss
- Pre-tax profit/loss flag
- Business Type
- Contact details for different job functions
- Commercial MOSAIC Group
- Commercial MOSAIC Type

Telephone Number Append

Experian Intact also enables organisations to append telephone numbers to both business and consumer data, providing organisations with a new marketing channel to communicate to customers through.

BT OSIS & Directory Enquiry (DQR)

Operator Services Information System is the central BT/Oftel database of residential and business telephone numbers. Experian Intact uses this file to validate and/or update consumer and business data with up-to-date contact information. The file contains approximately 27 million records, of which approximately 46% are ex directory, and is updated on a daily basis with standard and ex-directory consumer details.

Whilst ex-directory telephone numbers cannot be appended to client records, flagging a client input record as XD enables clients to manage their contact strategy with individuals more effectively, for example a person who is exdirectory may be more sensitive to telesales communications.