Experian Intact

Online business data cleansing available 24/7

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

Business databases will decay every year as a result of businesses moving premises, closing down or as business contacts move to other organisations. Using inaccurate and out of date information to contact new or existing customers can have financial, reputation and regulatory implications for your business.

Why is regular data cleansing important?

Accurate and up to date data improves return on investment
Improving the integrity of business data enables organisations to reduce wasted costs associated with contacting individuals or businesses that cannot or will not respond.

Maximise customer relationships
Targeting the right offer to the right individual in an organisation has never been so important. Ensuring that business data is accurate and up to date reduces the risk of causing annoyance with business managers, and creating a negative image for your organisation.

Obligation to comply with data regulations
Organisations have an obligation to ensure that their data and marketing campaigns are compliant with data regulations, including the Data Protection Act. Improving the integrity of business data decreases the chance of incurring financial penalties associated with the Corporate Telephone Preference Service and also protects organisations from complaints and negative publicity.

Why Experian Intact data integrity services are right for your organisation

Access to a wide range of industry data
Experian Intact B2B services combine a wide range of industry recognised data sources such as BTOSIS, MPS, FPS and Corporate TPS, with Experian's National Business Database and Commercial MOSAIC.

This not only enables organisations to remove records that should not be contacted but also provides enhanced information such as trading status, number of employees, turnover, business type and Soho flag, using Experian's National Business Database.

Range of services to meet your changing requirements

Experian Intact provides 24/7 online access and does not require any prior technical knowledge or set-up. Experian Intact offers a free data audit and a full range of data integrity services:

- **Clean**
  Update address details using files such as the Postcode Address File file to ensure communications are accurate and deliverable.

- **Validate**
  Validate business names, addresses and telephone numbers to ensure that your direct marketing campaigns reach the intended recipient.

- **Suppress**
  Identify and remove records where businesses have moved premises, closed down, where a contact has left an organisation or where an individual or business has requested not to receive direct marketing communications.

- **Enhance**
  Additional insight and marketing information ensures that the communication is relevant to the recipient.

- **Match**
  Accurately identify and remove duplicate records within a file, across multiple files or against customer and client stop files to reduce wasted marketing costs and prevent causing annoyance.

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

"By using up-to-date an organisation can improve its profitability and return on marketing investment."