

Data Audit Report

Client: Test Client
User: Test User
Job Name: Test Job
Filename: Test File.txt
Records: 99,046
PO No:
Date: 31/03/2017 09:17:15

Audit Summary

Validation and Enhancement - PAF (Postcode Address File)	Records	%
Records correctly postcoded before PAF cleaning	N/A	-
Records correctly postcoded after PAF cleaning	N/A	-

Mover Tracing & Teleappending	Records	%
Total records traced using NCOA Update - (National Change of Address). The redirection service from Royal Mail. We can provide a forwarding address for these records.	305	0.31%
Total records matched to BT OSIS - (Operator Services Information System) - the directory enquiries database, provided under license by BT.	N/A	-

Suppressions	Records	%
Total records supplied	99,046	100.00%
User suppression file matches	N/A	-
Duplicate records	N/A	-
Deceased / Goneaway - records matched to industry suppression files.	668	0.67%
Mailing Preference Services - records matched to MPS or Baby MPS	N/A	-
Records available for mailing	98,378	99.33%

Audit Detail

PAF Address Verification

The Postcode Address File (PAF) is a complete database of every address in the UK to which mail is delivered, together with its appropriate postcode. The database contains over 28 million addresses of consumers, businesses and other organisations. PAF is produced by the Royal Mail and is updated quarterly.

Address Matching	Processed	Matched	%
Address Verified (V) - Indicates how many of the records had the correct address before processing.	-	-	-
Address Corrected (C) - Indicates how many of the records have been corrected in some way. This may be due to a misspelling, a missing locality or an out of date postcode.	-	-	-
Premise Matched (P) - Indicates how many of the records have been matched at a premise level, but are missing a sub-building and therefore cannot be identified at a DPS level. These records will be mailable, but may require some intervention on the part of the postman.	-	-	-
No Match (N) - Indicates how many of the addresses could not be found on PAF. Some of these records with a valid postcode may still be mailable, however they should be treated with caution.	-	-	-

We recommend that you mail records with an address matching flag of 'V', 'C' or 'P' - these records have been verified as being on PAF and have the correct postcode. Records flagged with an 'N' may be mailable, but we have been unable to identify the address on PAF.

Postcode Quality	Processed	Matched	%
Postcode Verified (V) - Indicates how many of the records had the correct postcode before processing.	-	-	-
Postcode Added (A) - Indicates how many of the records were missing a valid postcode and have had one added by the PAF processing.	-	-	-
Postcode Corrected (C) - Indicates how many of the records have had their postcode corrected or updated as a result of the PAF cleaning.	-	-	-
No Match (N) - Indicates how many of the addresses could not be validated at a postcode level. It is likely that these records are not mailable.	-	-	-

Audit Detail

User Suppression, Deduplication and Mover Tracing

Service	Processed	Matched	%
User Suppression File - By uploading a user suppression file, records can be removed from the file prior to the standard suppression screening.	N/A	-	-
Deduplication - The removal of records that are the same as other records in the file, according to your chosen criteria.	N/A	-	-
NCOA Update - (National Change of Address) - The National Change of Address file enables us to provide a forwarding address, where an individual has redirected their mail.	99,046	305	0.31%

Deceased and Goneaway Screening

Service	Processed	Matched	%
NDR - The National Deceased Register (NDR) from The Ark is built using data derived from the management of financial services products including life insurance, pensions and annuities. (Match Level: I)	99,046	33	0.03%
TBR - The Bereavement Register is a file of deceased individuals who have been registered by their relatives. (Match Level: I)	99,013	18	0.02%
Mortascreen - A file of deceased individuals gathered from both verified and un-verified sources. (Match Level: I)	98,995	19	0.02%
GAS - The Gone-Away Suppression file is made up of confirmed gone-aways. (Match Level: I)	98,976	598	0.60%
Purity - Acxiom Purity contains 13.1 million verified and confirmed goneaways - no postal returns.	N/A	-	-
NCOA Suppress - NCOA Suppress is built from the Royal Mail's redirection database and contains 35 million records.	N/A	-	-

Mailing Preference Services

Service	Processed	Matched	%
Baby MPS - The Baby Mailing Preference Service, a file containing details of individuals who have recently lost a baby or had a miscarriage.	N/A	-	-
MPS - The Mailing Preference Service, a file containing individuals who do not wish to receive unsolicited direct mail.	N/A	-	-

Audit Detail

Additional Processes

Service	Processed	Matched	%
Email Syntax Validation - The supplied email addresses have been checked to ensure they are in a valid format.	N/A	-	-
Salacious Word Screening - The supplied name and address lines have been screened to identify offensive words.	N/A	-	-

Telephone Numbers

Service	Processed	Matched	%
Telephone Number Appending - BT OSIS - The directory information database for the UK. You have searched only the DE entries - these are the listings that appear in the phone book.	N/A	-	-
TPS - Telephone numbers that have been registered by consumers who do not wish to receive unsolicited telemarketing calls.	N/A	-	-