

Data Audit Report

Client: Test Client
User: Test User
Job Name: Test Job
Filename: Test File.txt
Records: 200,000
PO No:
Date: 31/03/2017 14:33:02

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.	160	0.08%
Total records matched to BT OSIS - (Operator Services Information System) - the directory enquiries database, provided under license by BT.	93,262	63.33%

Suppressions	Records	%
Total records supplied	200,000	100.00%
User suppression file matches	19,624	9.68%
Duplicate records - when matched at Address level.	29,670	14.64%
Deceased / Goneaway - records matched to industry suppression files.	6,087	3.00%
Mailing Preference Services - records matched to MPS or Baby MPS	20,190	9.96%
Records available for mailing	130,542	64.42%

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 This may be due to a misspelling, a missing locality or an out of date postcode.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.	-	-	-
- User suppression file name: 'CCG Goneaways [6983]' Match Level: I	200,000	19,618	9.81%
Deduplication - The removal of records that are the same as other records in the file, according to your chosen criteria. (Address)	183,019	29,621	16.18%
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.	153,398	160	0.10%
User Suppression File - (after NCOA Update)	-	-	-
- User suppression file name: 'CCG Goneaways (6983)' (Match Level: I)	160	6	3.75%
Deduplication - (after NCOA Update)	153,392	49	0.03%

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.	153,343	413	0.27%
TBR - The Bereavement Register is a file of deceased individuals who have been registered by their relatives.	152,930	242	0.16%
Mortascreen - A file of deceased individuals gathered from both verified and un-verified sources.	152,688	99	0.06%
GAS - The Gone-Away Suppression file is made up of confirmed gone-aways.	152,589	2,776	1.82%
Purity - Acxiom Purity contains 13.1 million verified and confirmed goneaways - no postal returns.	149,813	1,211	0.81%
NCOA Suppress - NCOA Suppress is built from the Royal Mail's redirection database and contains 35 million records.	148,602	1,346	0.91%

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.	200,000	82	0.04%
MPS - The Mailing Preference Service, a file containing individuals who do not wish to receive unsolicited direct mail.	199,555	20,108	10.08%

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	-	-

Credit Services

Service	Processed	Matched	%
CallScreen - The supplied name and address records have been suppressed because a CCJ, BAI or IVA has been identified against them in the last 6 years.	200,000	3,329	1.66%

Audit Detail

Telephone Numbers

Service	Processed	Matched	%
Telephone Number Appending - BT OSIS * - The directory information database for the UK. You have searched the full OSIS database; DE/DQR entries - where we can append a number and XD entries - where we can only append a flag. (* our BT licence does not permit us to provide a breakdown of the matches at this stage. Once a job has been paid for, a new report will be available to download)	147,138	93,188	63.33%
Telephone Number Appending - BT OSIS (NCOA Update) - Forwarding addresses searched against BT OSIS. (Full file including XD entries)	131	74	56.49%
TPS * - Telephone numbers that have been registered by consumers who do not wish to receive unsolicited telemarketing calls. (* our BT license does not permit us to report on the TPS matches at this stage. Once a job has been paid for, a new report will be available to download)	-	-	-
TPS - Telephone numbers on input file (Field Telephone Number 1).	0	0	0%