

Experian Data Cleansing Customer & Vehicle Audit

Database Review for: -

<Client Name>

Date Processed: -

31/07/2008

Valid Until Date: -

05/08/2008

Contact Details

Name:

Tel:

E-mail:

Initial Cleanse Cost - Initial Cleanse Review

Experian Intact Automotive	No. Records	Investment
Total Customer	13,450	£4,564.93
Total Vehicle	15,507	£2,166.00
Processing Fee		£200.00
Total Investment		£6,930.93



Return on Investment Summary - Initial Cleanse Review

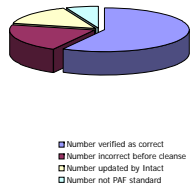
Total Saving per Mailing Campaign **£6,068.00**

Total Annual Saving * **£18,204.00**

Please note: - * Total Annual saving is based on average number of mailing campaigns (see Return on Investment sheet)

TOTAL Customer Records - Initial Cleanse Review

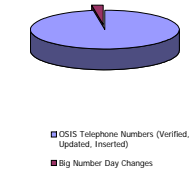
Total Records Supplied **13,450**
 Total Telephone Numbers Supplied **12,936**



Addresses(PAF)

Number verified as correct	9,867	73.36%
Number incorrect before cleanse	3,583	26.64%
Number updated by Intact	2,519	18.73%
Number not PAF standard	1,064	7.91%

Rate £5.30 **Unit** per thousand records **Total** £71.29



Movers

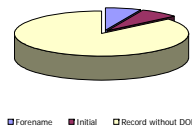
Number Supplied with new address	681	5.06%
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£0.85 per hit £578.85

Operator Services Information System (OSIS)

OSIS Telephone Numbers (Verified, Updated, Inserted)	4,785	35.58%
Big Number Day Changes	116	0.86%

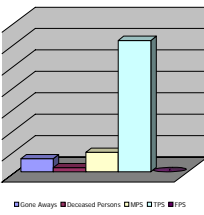
£45.00 per thousand records £605.25



Date of Birth

Forename	Initial	
914	939	13.78%

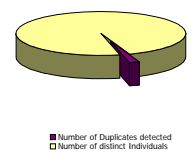
£0.80 per hit £1,482.40



Suppressions

Forename	Initial	
294	317	4.54%
94	90	1.37%
910		6.77%
6,133		45.60%
19		0.14%

£0.55 per hit £336.05
 £0.90 per hit £165.60
 £5.60 per thousand records £75.32
 £5.60 per thousand records £75.32
 £5.60 per thousand records £75.32



Duplicate Detection

Number of Duplicates detected	260	1.93%
Number of distinct Individuals	13,190	98.07%

£6.75 per thousand records £90.79

Mosaic

Appending of Mosaic codes	13,450	100.00%
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£75.00 per thousand records £1,008.75

Total Fee **£4,564.93**

N.B. Please refer to Data Information for details on Deceased and Gone Away records.

Vehicle Records - Initial Cleanse Review

Total Records Supplied **15,507**

Keeper Change Information

Change of keeper outside 30 Days

3,329	21.47%
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Rate	Unit	Total
£0.50	per hit	£1,664.50

Scrapped Vehicle Information

Scrapped

1,003	6.47%
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£0.50	per hit	£501.50
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Vehicle Registration Date*

Number of records with no Vehicle Reg date*

0	0.00%
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£0.30	per hit	£0.00
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Match Rates

VIN

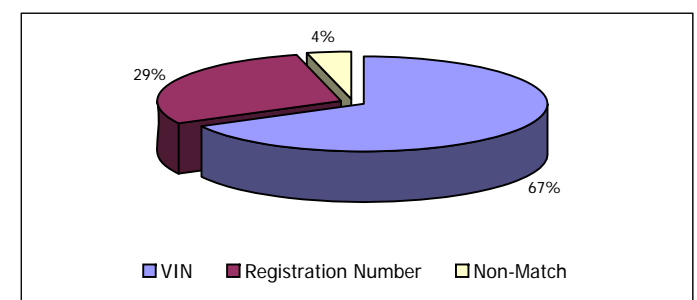
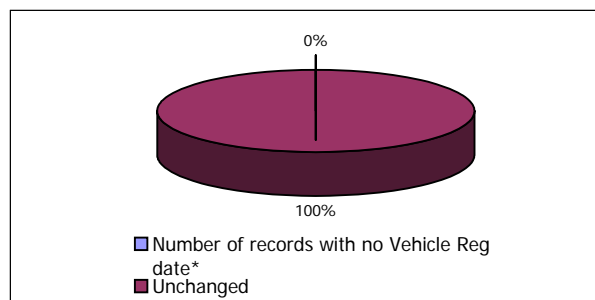
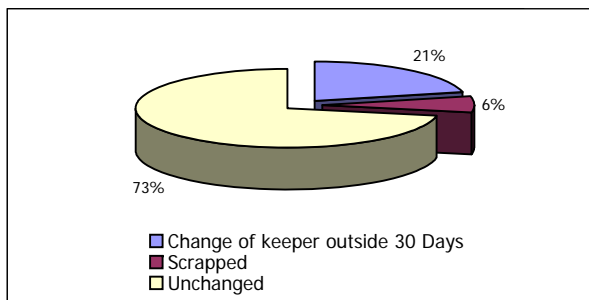
10418	67.18%
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Registration Number

4502	29.03%
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Non-Match

587	3.79%
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Total Fee **£2,166.00**

Please note: - *The actual number of records appended may differ to the count supplied.

 **N.B. Please refer to conditions of use on the Data Information sheet**

Data Information - Initial Cleanse Review

Customer Records Data Information

Please Note: - Useful Information

Gone Aways: -

A percentage of records identified as 'Gone Aways' have been registered due to a lack of responsiveness to targeted mailings, rather than having moved house. For this reason, the records identified as 'Gone Aways' should be used as a mailing suppression rather than a precursor to deleting the client's record, until further confirmation can be obtained.

Deceased: -

A percentage of records identified as 'Deceased' occasionally are flagged as deceased when they are not. Although very rare, such an instance is usually down to data entry error on the original registration document or fraudulent activity.

Forename: –

This provides the tightest matching level, but relies on a full forename being supplied on client data and on the data sources available within Intact. This level should only be used for customer database updates where the other levels are not felt to provide a secure enough match. There is a very high possibility that accurate matches which would be spotted at Initial level would be missed.

Initial: –

This is the normal standard level of matching, which is the recommended level for most situations. It includes all matches generated at forename to forename level plus any matches where an initial has to be used to identify an individual as this is all that has been supplied on the client file or all that is present on the data sources in Intact.

Vehicle Records Data Information

Please Note: The use of this application is governed by guidelines agreed with the DVLA & DFR which state the following:-

“To validate legitimately obtained names and addresses of vehicle owners to avoid incorrect and badly targeted communications, and where validation of vehicle ownership is not possible, to allow for exclusion of an individual from that communication. For the avoidance of doubt, where vehicle ownership is not validated, the licensed material may not be used for targeting communications to such individuals.”

Return on Investment - Initial Cleanse Review

Cost Per Mailing

£1.00

No. Mailing Campaigns

3

Cost of Mailing: e.g.. £1.00 (letterhead plus printing 20p, envelope 10p, glossy insert 40p, postage 30p) 10,000 x £1.00 = £10,000

In addition, to the services highlighted there are additional services that also increase saving on your mailing campaigns for example PAF, if your addresses are incorrect you may be sending mail to a incorrect address. Also we can not identify records for Gone Aways, Deceased and Movers.

Experian Intact Automotive	No. of Hits	Fee per Hit	Cleansing Fee	Saving
Gone Aways	611	£0.55	£336.05	£611.00
Deceased	184	£0.90	£165.60	£184.00
Movers	681	£0.85	£578.85	£681.00
Duplicates	260	£0.35	£90.79	£260.00
Total Customer			£1,171.29	£1,736.00
Vehicle Owner Tracking	3,329	£0.50	£1,664.50	£3,329.00
Scrapped	1,003	£0.50	£501.50	£1,003.00
Total Vehicle			£2,166.00	£4,332.00
Total			£3,337.29	£6,068.00

Total Saving per Mailing Campaign

£6,068.00

Total Annual Saving

£18,204.00

Ongoing Cleanse Plan - Initial Cleanse Review

This Ongoing Plan is based on the 13,450 customer records which were supplied

Monthly Cleanses

Cleansing Service	Rate per thousand	Fees	Cost per Record
TPS	£5.60	£75.32	£0.006
MPS	£5.60	£75.32	£0.006
FPS	£5.60	£75.32	£0.006
Total		£225.96	£0.017

Estimated Ongoing Cleanses - Quarter 2, 3 and 4

	Number of hits	Rate per Record	Fees	Cost per Record	*Dealer Averages
Gone Aways	215	£0.55	£118.36	£0.009	1.60%
Deceased	27	£0.90	£24.21	£0.002	0.20%
Movers	121	£0.85	£102.89	£0.008	0.90%
Vehicle Owner Tracking (VOT)	605	£0.50	£302.63	£0.023	4.50%
Scrapped	13	£0.50	£6.73	£0.001	0.10%
Total Quarterly Cleanse			£554.81	£0.041	
Plus Monthly Cleanse			£225.96	£0.017	
Total			£780.77	£0.058	

Annual Cleanses

Cleansing Service	Rate per thousand	Fees	Cost per Record
OSIS	£45.00	£605.25	£0.045
PAF	£5.30	£71.29	£0.005
De-Dupe	£6.75	£90.79	£0.007
Total Annual Cleanse		£767.32	£0.057
Plus Monthly & Quarterly Cleanse		£780.77	£0.058
Total		£1,548.10	£0.115

12 Month Ongoing Plan (Estimated)

		Cost per Record
12 x Monthly Cleanses	£2,711.52	£0.20
4 x Quarterly Cleanses	£2,219.25	£0.17
1 x Annual Cleanse	£767.32	£0.06
Total 12 Month Program	£5,698.09	£0.42
Discounted Rate (10%)	£5,128.28	£0.38

* Estimated fees for ongoing cleanses are based on dealer averages and volume of records.