

Suppression Screening Guidance Notes

Suppression screening is more of an art than a science, and each client will have different unique requirements. When planning a suppression project you need to consider a number of key points.

These include the prime reason for undertaking the project,

- is it to comply with the Data Protection Act,
- improve customer relations
- or reduce postage costs and mailing wastage.

Other factors to consider are

- the age and accuracy of your data,
- the data profile, for example individuals over 60 years old, single females, students, executives or high value clients.
- Is this your active client database with known prospects, or a recently purchased mailing list.

Once you are clear on these points you can consider which suppression register (if any) is applicable to you. The following may assist you in reaching a decision and we will be happy to discuss the options with you, however the ultimate responsibility for which register and which level of match you choose is yours and ADMAR cannot be held liable for any loss of whatever kind after the data has been returned and royalty fees incurred.

Residential Records can be processed against the Mortascreen and/or The Bereavement Register files to identify deceased individuals, and against the Xpression File to identify movers, or individuals who have returned mail and are therefore unlikely to be a responsive prospect.

Business Records are matched against the Business Suppression File.

Regardless of the service your data is cleansed against the files in waves, or passes. So on the first pass we match your data against the registers and only flag your file if we have an exact match - so Mr Thomas Jones on your file matches Mr T. Jones on The Bereavement Register.

We then move these records from your data and match the remaining records against the registers but with looser criteria, i.e Mr Thomas Jones may match Dr T. Jones, these will be flagged at High Probability level - we keep going opening up the search criteria down to surname level. On business searches we only have 3 levels.

When we supply our report on the forms you are asked to indicate which level of match you would like us to return, you can choose any level but if you select the High probability level you will also be given the exact matches (basically because a high probability match is lower in the hierarchy than exact matches).

The match level is decided by you depending on the nature of your list. For example if your data quality is quite poor or has elements missing (i.e. missing initials, titles etc) you will need to select a lower level match - i.e. probable matches.

If however your data contains active buying clients and for every record you suppress/flag you potentially lose £10,000 then you may only choose the 'exact' level or decide **not** to use the suppression files at all.

Register Details

Bereavement Suppression



Mortascreen (MS)

The standard Mortascreen File contains details of deceased individuals collated from both probate information and voluntary registrations - the data is a mix of verifiable and non-verifiable data.

Most Verified records also contain a date of birth, and the file contains a 'Confidence Level', details of the codes which are available to you are as follows:-

Level	Source
10	Governmental Records
9	Funeral Data
8	Insurance Data
7	Deceased Preference Service – with Death Certificate No
6	Multiple Confirmation (One notification level 5 plus minimum one notification level 4)
5	Deceased Preference Service – without Death Certificate No.
4	Third Party Data – full confidence
3	Third Party Data – high confidence
2	Third Party Data – moderate confidence
1	Third Party Data – lower confidence

There are two levels of royalty match available:-

20p per match - one-off clean with no flags

45p per match - one-off clean with suppression flags

The Bereavement Register (TBR)

This contains details of deceased individuals collated voluntarily from registry offices, funeral homes, hospices etc - the data is **NOT** verifiable. There are two levels of royalty match available:-

20p per match - one-off clean with no flags

60p per match - one-off clean with suppression flags useable for 12 months



Consumer Gone Away Suppression

Xpression File

The Xpression File (formally The National Suppression File) is a list of individuals who have moved away of who have returned mail in the past. There are two levels of royalty match available, but charged differently for *DMA and non-DMA members:-



Suppressed	Flagged	Comments
27p	55p	Per Match - Non -DMA Members
22p	50p	Per Match - DMA Members

'Suppressed' means - one-off clean with no flags

'Flagged' means one-off clean with suppression flags useable for 12 months

* It is the DMA status of the Data Owner that is considered, not the company submitting the data

Volumes

ADMAR use a combination of Historical and Current NSF and Xpression File Records and are able to suppress against over 44 million unique Gone Away records. You can select specific date ranges, and also which parts of the file are to be used.

There are Three Parts to the Xpression file.

Part 'A' - Assumed (Postal Returns)

These are unverified pieces of mail that have been returned as 'Gone Away'. It is important to note that the individual may still live at the address but has chosen for whatever reason to mark mail accordingly.

This section of the Xpression is **unverified** and a percentage of people listed on this section of the Xpression File will still live at the location.

Part 'B' or Blended Data (Purity Database)

This is assumed data from the Purity Database managed by Axciom. Purity is the Gone Away section of Axciom's Infobase Lifestyle Universe Database – it is not collated from postal returns.

Part 'C' – Confirmed Data (Royal Mail & GAS)

This section contains listings from both the National Change of Address File (NCOA) and The Gone Away Suppression File (GAS). We do not know and are unable to advise you from which register a listing is held under. Individuals have to pay for redirection of mail to be placed on the NCOA and therefore this is a **verified** notification. Entries in the GAS register are people who have had mail returned and left the Electoral Register - again this section is unverified but is confirmed as 98% accurate.

Business Gone Away Suppression

Business Suppression File



The Read Group's Business Suppression File is the most Up-To-Date, Accurate and **Verifiable** source of Business 'Gone Away' Records in the UK. Data is collated from three reputable sources - The Dun & Bradstreet Business Database (using Companies House data), Wegener (previously Market Location) and The REAd Group's consumer and SoHo data file.

Records are allocated one of eight status codes as follows:

- OB** - Out of Business - Company has ceased trading
- RL** - Relocated - Company no longer at trading address
- UM** - Unmarketable - Registered rather than trading address
- RN** - Re-named - Company now trading as another name
- SR** - SoHo Relocated - Identified by GAS* File
- GA** - Gone-Aways - Confirmed as no longer at address but without reason
- IM** - Individual Moved - Advised that individual has left company
- ID** - Individual Deceased- Informed that individual has died

The are two levels of royalty match available:-

30p per match - one-off clean with no flags

60p per match - one-off clean with full descriptive flags useable for 12 months

- GAS – The Read Groups Gone Away Suppression File

Records are verified before going on the BSF file. However, there have been situations where multiple mail items have been returned marked 'Gone Away'.

We had a recent example where a contact had been promoted within the same company, but when a phone call was made the receptionist stated that they had 'left post' - the contact therefore appeared on the BSF file as a mover.

We therefore recommend that the BSF be used to highlight records which need further investigation before you delete, suppress or flag them on your database.

If you have 10,000 records on your database and we flag 200 as requiring attention you will still save significantly in phone calls and staff time in researching this list.

Please do not hesitate to contact us in the Bureau team to discuss your individual requirements and obtain a FREE Data Audit and, or quotation.