CLEANER DATA. *BETTER DECISIONS.*

BUSINESS DATA SETS

The Dun & Bradstreet UK Marketing File (UKMF) consists of over 3.4 million actively trading organisations, ranging from small businesses and shops through to blue-chip corporations. The UKMF business database is one of the most comprehensive business data sources in the UK. The database is designed to work alongside the standard PAF data integrated into our matchIT Data Quality Solutions.

This integrated business dataset includes the ability to validate and correct existing information and/or append the following attributes to your data:

- Postcode type (small or large user)
- D-U-N-S® Number
- Telephone Number
- UK SIC 2003 Code
- 2003 SIC Description
- US 72 SIC Code
- Employees at Company
- Employees at Site
- Head office Flag (Branch, Head office or Site)
- Turnover
- Year Started
- Executive Counts and Contact Details (incl. Finance, HR, IT, Networks, Communications, Marketing, Purchasing and Sales)

BUSINESS BENEFITS INCLUDE:

- Build a more accurate and comprehensive view of each of your customers or prospects
- Enables better profiling and segmentation
- Improve response rates through better targeting and improved data quality

CONSUMER DATA SETS

When a contact name is linked to a Postcode Address File (PAF) address, it allows the householders' names to be used as part of an interactive or batch search for the address.

The consumer names database contains over 42 million individuals and when linked to the Postal Address File (PAF), enables you to match a householders full name, including their title and gender and (in some cases) their date of birth. This dataset not only increases match rates, but also allows misspellings in both the name and the address to be corrected. An additional overlay includes a flag to indicate whether an individual is on the edited Electoral Roll. Data is sourced from the current edited Electoral Roll and a 'Top up' roll of 12m records and Rolling Register (approx. 200k updates per month).

Included in this database is up to date information for:

- Full Name
- Surname
- Forename
- Middle Initial
- Title
- Gender
- Date of Birth

BUSINESS BENEFITS INCLUDE:

- Validate and correct a full address along with a name of the person(s) living at an address
- Validate and correct misspellings in both name and the address
- Increase match rates to help improve the quality and accuracy of your contact database
- Help assign master priorities when grouping matches or upgrading slave or orphan records

LIFESTYLE DATA SETS

matchIT offers access to data that enhances consumer segmentation and classification for profiling and customer analysis for planning future marketing campaigns, such as ACORN codes.

ACORN

ACORN is licensed from CACI as a dataset of postcodes coded by ACORN category, Group and Type. ACORN is a geodemographic segmentation of the UK's population. It segments into 5 Categories, 17 Groups, and 56 Types. By analysing significant social factors and population behavior, it provides precise information and an in-depth understanding of the different types of people in every part of the UK. We offer access to:

- ACORN Classification
- ACORN Category
- ACORN Group
- ACORN Type

BUSINESS BENEFITS

- Retailers and businesses can now better segment targeted marketing campaigns based on consumer location profiling
- Use lifestyle information and grouping to target specific products and services to most relevant audience and identify cross-selling opportunities
- Enrich your 360 degree single customer view and benefit from an even better understanding of your customers

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GEOGRAPHIC DATA SETS

Geographic data is broken down into several categories, including;

- Location Data (national grid coordinates, latitude & longitude)
  - Postcode Level
  - Premise Level
- Education
  - Local Education Authority code and name
  - Local Learning and Skills Council code and name
- Healthcare
  - Health area code and name
  - Primary area code and name
  - Clinical Commissioning Group
  - Pan Strategic Health Authority
  - Old Health Authority Code
  - Old Primary Care Trust Code
- Government
  - UK Member state country code and name
  - Constituency code and name
  - MP name and party
  - Administrative County code and name
  - Local Authority District code and name
  - Ward electoral division code and name
  - Region (previously GOR) code and name
  - Nomenclature of Units for Territorial Statistics code and name
  - Local Administrative units names
  - Standard Statistical Region
  - Output Area / Super Output Area
  - Various other statistical region codes
  - European Electoral Region code and name

BUSINESS BENEFITS

- Geographic coordinates combined with addresses can be a powerful tool for logistics planning and marketing cluster analysis
- Better plan delivery routes and distribute resources
- Enrich customer data with deep and meaningful insight

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ADDRESSING DATA SETS

MULTIPLE RESIDENCES

The Multiple Residence data identifies those addresses where mail is delivered to a shared Delivery Point. This means premises with one front door (Delivery Point), behind which the building has been sub-divided into flats, units, etc. The shared Delivery Point is known as the 'owning DP'. An example would be a block of flats where there is a letterbox on the front door but no access for the postal delivery person to visit any individual flats within the block. (e.g. 'Flat A', 'Upper Flat' etc.).

Multiple Residence data does not include bedsits, marinas, caravan sites, hostels, hotels, prisons, etc. Where applicable a UMRRN code can be returned to the data. This information is particularly important for companies operating in the areas of credit scoring, telecommunications, insurance quotes and risk assessment, utilities, invoicing and fraud prevention.

MULTIPLE OCCUPANCY

Multiple Occupancy, often confused with Multiple Residence, is not an address database in its own right. This data is supplied alongside Royal Mail PAF that indicates, where relevant, the number of properties behind a single address.

NOT YET BUILT DATABASE

Royal Mail's Not Yet Built™ address data is the only comprehensive database available that enables you to identify postcodes and addresses for properties that are under construction or in the planning stage. Not Yet Built™ is a powerful marketing tool for organisations such as utility companies, credit referencing agencies, retailers and education authorities.

UDPRN

UDPRN stands for 'Unique Delivery Point Reference Number'. Each UDPRN is an 8-character code that can be used instead of the current address keys on PAF®. UDPRNs are far less likely to change than the existing keys.

EIRCODE ADDRESS DATABASE

Every address in Ireland now has its own Eircode. Ireland is the first country in the world to have a public database of unique identifiers for all properties, which will assist citizens, businesses and public bodies to locate every individual address in the country.

Eircodes are location codes for Irish addresses and one has been assigned to every residential and non-residential address in Ireland that receives post, as defined by the Universal Service Provider for postal services in Ireland. One or more Eircodes are assigned per building depending upon the number of unique addresses within the building

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