



Database Cleansing And Change of Address

Overview:

Database Cleansing

Database hygiene is often overlooked and can make or break a campaign. We have the ability In-house to clean your database and dramatically improve your accuracy and data quality.

By processing your data through our system we will supply you with a comprehensive Data Report identifying exactly how we can repair your database and save you money.

Address Cleansing will assist your business with: -

- Reducing dead mail costs
- Enable bulk discounts from Australia Post
- Improve the quality and accuracy of your address data
- Eliminate duplicate records

Change of Address

Change of Address uses the latest in address cleansing and matching technologies to determine whether a more recent address for an individual is available. If so, the service appends a flag indicating a known change has taken place and an updated address and telephone number can be returned for the individual. The address records output is also cleansed regardless of whether or not a Change of Address has been detected.

Change of Address will assist your business by: -

- Increasing the amount of debt collected
- Increasing up-sell opportunities
- Reduce mail costs
- Re-connect with ~~lost~~ customers

Change of Address can supply up to three telephone numbers for a given Individual: -

- Additional phone numbers maximise the chances of re-establishing contact with an individual

Continued.....

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Corporate Member since 1993



Descriptions

New Address

- New address is available through publicly sourced data

Restricted Address Flag

- New Address is identified but cannot be returned for privacy reasons

Phone Number Verification / Append

- Charged per records input quantity processed

Address Cleansing & DPID Allocation

- Cleansed to Australia Post standards

Investment:

Option 1

Unit Cost

New Address Supplied	\$0-55
Restricted Address Flag Supplied	\$0-10
Address Cleansing & DPID Allocation**	\$0-03 (input quantity)
Number Verification / Append	\$0-05 (input quantity)

\$350-00 Data processing fee per file input

Option 2

Unit Cost

Address Cleansing & DPID Allocation**	\$0-05
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\$350-00 Data processing fee per file input

+ 10% GST for Australian customers

**DPID Allocation is only possible when an address has a match against the Postal Address File (PAF) held by Australia Post. Some records maybe returned without a DPID number if no match is possible.

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