PURITY SUPPRESSION

Ensure your database is up to date and on the road to GDPR compliance by suppressing people no longer at the target address

Every year, approximately 10 per cent of UK residents move house, creating millions of changes of address. Keeping track of those movements is both an ROI and privacy challenge, especially within marketing files and prospect pools – hard earned data assets.

Data is only going to be harder and more expensive to collect going forward and with GDPR legislation coming soon this has brought data hygiene into sharp focus. The importance around the accuracy and recency of the data that companies hold on their customers and the need for cleansing and maintaining this customer data has never been greater. Organisations have an obligation to comply with the current legislation (Data Protection Act 1998) which states that personal data should be accurate and kept up to date.

Interestingly, one in five people in the UK regularly receive mailings addressed to a previous occupant whilst mailings sent to deceased loved ones is the most common complaint received by the Information Commissioners Office. This has a negative impact on customer relationships and brand perception so suppression is a fundamental stage in the direct marketing process.

Acxiom has brought the power of InfoBase Lifestyle Universe database and 25 years' experience in collecting and managing data to bear on the problem. An established, multi sourced suppression repository containing Deceased, Complainer and Goneaway records combined with superior matching and hygiene capabilities provide a reliable, good value solution that can be used within the hierarchy of Acxiom's market leading suppression suite.

Fast Facts: Purity Value

Compliant:
The inclusion of reliable, quality suppression products enables compliance with privacy and legal obligations

Trusted:
The same identity resolution technology for linking customer records that has been used at scale by our marketing services clients for years
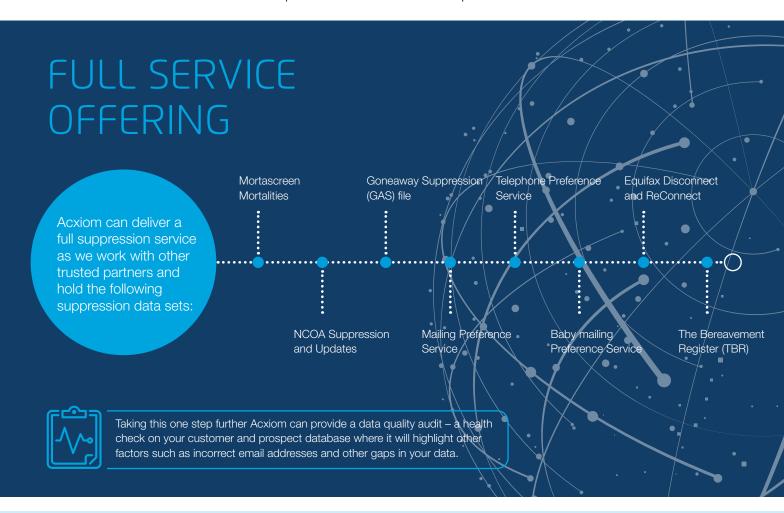
Cost saving:
Suppression helps reduce wastage on direct marketing costs whilst the Purity file is a low cost solution, payable on usage only and best used at the top of your suppression hierarchy

acxiom™

HOW IT WORKS?

Acxiom takes in a representative client sample file, matches to Purity and then applies indicative match rates to the volume of data the client aims to process over the next 12 months. There is a CPM for any matches to Purity which are costed at rate card and charged on a monthly basis. Preferential rates can be obtained for large volumes based on an annual commitment to a volume of processed match records and paid in advance.

FULL SERVICE OFFERING

Acxiom can deliver a full suppression service as we work with other trusted partners and hold the following suppression data sets:

Mortascreen Mortalities

Goneaway Suppression (GAS) file

Telephone Preference Service

Equifax Disconnect and ReConnect

NCOA Suppression and Updates

Mailing Preference Service

Baby mailing Preference Service

The Bereavement Register (TBR)

Taking this one step further Acxiom can provide a data quality audit – a health check on your customer and prospect database where it will highlight other factors such as incorrect email addresses and other gaps in your data.

WHY ACXIOM

Ethical Data Use

We can deploy data environment architectures that provide the security protocols and processes you need to not only be relevant and provide optimal customer experiences, but to protect omnichannel data completely.

Best in Class Identity Resolution

We recognise consumers across channels and devices with high levels of accuracy using our AbiliTec technology.