



Cleansing and Enhancement

Data quality should be the foundation of your customer management strategy.

Analytics, campaign management, customer experience, reporting and metrics are all underpinned by data quality, and that's why you need to ensure that your data is as clean as it can be.

Data Maintenance can help improve the accuracy of your data to help meet regulatory requirements, maximize campaign effectiveness and reduce waste. The cleaner your data, the more you'll be able to improve your customer experience, engagement and loyalty.

40% estimated proportion of business initiatives that fail due to poor data quality (Gartner)

(up to) 20% of customer data decays each year

Why use Data Maintenance



Data coverage

We process against industry-leading datasets from a number of different providers and deliver them in a single solution. This ensures you access the greatest breadth of data available.



Volume and accuracy

With access to so many suppliers and over 30 years in the industry, we can help improve the accuracy of your data and therefore enable you to contact more of your customers than any other organization.



Multiple delivery platforms

Our services are provided through a number of different platforms to meet your business requirements. Depending on your organization and needs, we can offer solutions that are Automated or Self Service, handling files of anywhere from a single record to multiple millions. Should your requirements be complex, our team of experienced database analysts can deliver you a tailor-made solution.



Loqate, a GBG solution

We are the world's most trusted data specialist in location intelligence for businesses of all sizes and sectors.



Value-driven Processes

Data Quality reports are produced to identify where attention is needed and what investments to make. These reports additionally benchmark your Data Quality against Industry standards – helping to identify where internal process changes are required.

How Data Maintenance can help you

Address Processing

USPS estimates that 8% of mail is undeliverable due to incorrect addresses. We can help you standardize and correctly format your address data, bringing it up-to-date in alignment with USPS standards, and applying services such as CASS, Zip+4 and adding barcodes and carrier codes. The foundation of accurate data is having accurate address data.

Preference services

Don't risk potential fines and poor campaign performance by contacting individuals who've registered with any preference services such as the DMA do not mail service.

Name Cleansing

Format your name data, ensuring that forenames and surnames are in the correct fields, and identify false and salacious names.

De-duplication and Address Formatting

We'll help you identify duplicate records and incorrectly formatted addresses in your customer data, so you can rest assured you're sending communications correctly and singularly to the right address. Duplicated data results in operational and marketing inefficiency, such as sending two letters to the same person, or not being able to accurately calculate lifetime value. Data Maintenance can help identify duplicates across individuals, families, households and other variables, such as email address.

Address forwarding through NCOA processing

Each year 40m Americans move home. Even your best customer might not tell you that they've moved house. NCOA suppression helps you to maintain your customer relationships through having the latest and most up to date address details.

This service allows you to re-engage with active and lost customers, and reduces marketing waste created through non-delivery of mailings and parcels. Knowing a customer has recently moved may also present you with additional cross-sell and up-sell opportunities.

Deceased screening

Contacting deceased individuals can cause further upset to bereaved families, and can potentially lead to identity fraud. Deceased Screening can help protect your brand, reputation and communication effectiveness.



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