

Prospect Verification

Save money by identifying prospects' residence before mailing to them

Data8's **UK Residency File** contains almost 40m records and is built up of the Edited Electoral Roll, Rolling Register, infill data and a wealth of other data sources. All records are cross-checked and verified so that each name and address we provide is as accurate as possible.

Using Prospect Verification on a large prospect file can be a very cost effective way of identifying a responsive subset of your database without the possible large expense of removing goneaways and deceased.

We also use the same core database to offer **name append** and **profile append** services. With these you can append names of the people residing at the address and also append profile information against matching residents such as age, life stage, income or wealth.

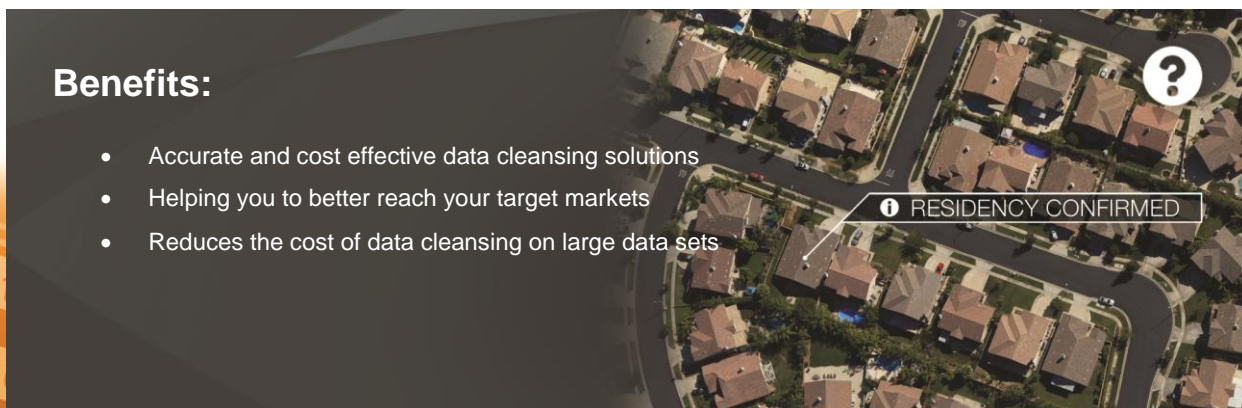
Prospect Verification is also provided as part of our **bureau service**, available for anyone who has more complex data and cleansing needs.

Features:

- Comprehensive database of over 40 million residents
- Includes edited Electoral Roll, Rolling Register, etc.
- Verifies marketing lists prior to incurring mailing costs

Benefits:

- Accurate and cost effective data cleansing solutions
- Helping you to better reach your target markets
- Reduces the cost of data cleansing on large data sets



How Much Is Clean Data Worth To You?

Helping Customers Everyday...

- **Save Time and Money** – Allocate marketing spend to target audiences and reduce time on manually updating data.
- **Have Peace of Mind** – Our vast variety of credible data sources updated on a daily basis ensures your data is always of the highest quality.
- **Make Intelligent Decisions** – A database free of errors helps make better business decisions and focus on programmes with higher return on investment
- **Protect Brand Image** – Avoid PR nightmares
- **Automate Data Quality** – The intuitive interface helps clean and update your data in real time.
- **Enrich Database** – Update and add information to your records allowing you to segment and new data supply services.

About Data8

We believe that clean accurate data is the key to every successful business and this has been our philosophy since the beginning. This philosophy has enabled us to become the leading total data quality solutions provider so customers can completely trust their data.

Our team is at the core of our business, from our head office in Chester we have dedicated teams whose deep understanding of data quality solutions ensures that we offer the very best service to our customers.

Free data quality audit:

Once you [register](#) you can securely submit a file to our fully automated service. We will then provide you with a comprehensive report of your data and recommendations to help improve your data quality.



☎ 0151 355 4555

✉ info@data-8.co.uk

🌐 www.data-8.co.uk

Data8 Limited 4 Venture Point Stanney Mill Road Chester CH2 4NE