

PAF Cleansing

Ensure your address database is accurate and up to date.

Complete and accurate addresses in your customer database helps ensure that your communication reaches the intended recipients and reduces waste. Our online PAF Cleansing service compares your address data against Royal Mail's [PAF \(Postcode Address File\)](#) and instantly updates records in your file.

Through this service customers can improve their traditional marketing efforts, enhance customer experience, save time and money, and ensure an overall clean database free of errors. Having the correct addresses will help to reduce the cost of handling returns from failed deliveries. It will also protect your brand image by ensuring deliveries are on time and reliable.

[PAF Cleansing](#) is also provided as part of our [bureau service](#) available for customers with complex data cleansing needs.

Features:

- Verify your data against over 28 million addresses, updated monthly
- Easy to use and you get instant results
- Provided as part of batch cleansing services

Benefits:

- Improve marketing campaigns effectiveness
- Ensure data accuracy
- Save time and money by reducing mailing costs
- Take advantage of postal discounts



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.



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