Deceased Suppression

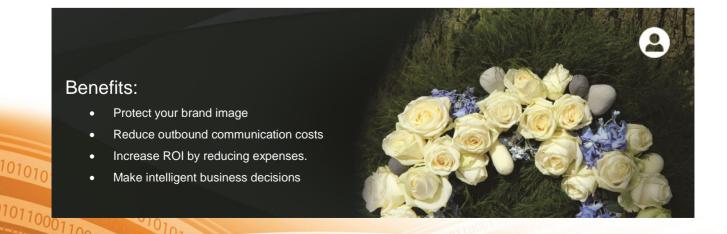## Avoid marketing mishaps and reduce costs with Data8's deceased suppression services.

Data8's deceased suppression services helps you instantly clean your database by identifying and removing deceased individuals. With our powerful yet easy to use interface, you can quickly identify and remove deceased individuals ensuring you avoid causing distress to deceased relatives and save time and money by eliminating wasted outbound communications.

Through our credible sources updated on a consistent basis, Data8's unrivaled deceased suppression services ensure your records are up to date. The cost of our service will be far less than your mailing cost, so our customers use the services before every mailing campaign.

Deceased suppression is also provided as part of our bureau service available for complex data cleansing needs.

Features:

- The widest range of data sources available
- Includes Mortascreen, TBR, NDR
- Costs less than mailing costs
- Comply with Data Protection Act

Benefits:

- Protect your brand image
- Reduce outbound communication costs
- Increase ROI by reducing expenses.
- Make intelligent business decisions

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.

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.

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.

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