Goneaway Suppression

Increase your marketing effectiveness. Know who has moved on.

Our Goneaway screening service enables customers to identify people who have moved residences and remove them from their database. This suppression service is used prior to mailing campaigns with a cost less than a single mailing, saving time and money for our customers. Goneaway suppression service ensure correct removal by automatically combining data from many credible sources including - Royal Mail's NCOA Suppress, Equifax disConnect, Acxiom Purity, REaD UK's Goneaway Suppression File (GAS).

Goneaway suppression is also provided as part of our bureau service, available for anyone who has more complex data cleansing needs.

Features:

- Quickly identify and flag or suppress goneaways
- The most comprehensive range of reference files.
- Return on investment calculator
- Sophisticated algorithms to ensure best value for you

Benefits:

- Save time and money by compiling a valid contact list
- Increase marketing effectiveness
- Protect your brand reputation
- Ensure your company is legally compliant

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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