

## Preference Services

### Telephone Preference Service (TPS)

TPS is a list of telephone numbers maintained by the Direct Marketing Association that companies are not allowed to contact for sales and marketing purposes.

- Verify your customer database against our daily updated TPS file
- Safeguard your corporate reputation by avoiding bad publicity
- Saves valuable telephone operator time
- Over 14 million registered with the Telephone Preference Service



### Corporate TPS (CTPS)

CTPS is a list of corporate telephone numbers maintained by the Direct Marketing Association that companies are not allowed to contact for sales and marketing purposes.

- Verify your business database against our daily updated CTPS file
- Safeguard your corporate reputation by avoiding bad publicity
- Saves valuable telephone operator time
- Over 1.9 million registered with the Telephone Preference Service



### Mailing Preference Service (MPS)

MPS is a list of mailing addresses maintained by the Direct Marketing Association that companies are not allowed to contact for sales and marketing purposes.

- Verify your customer database against our daily updated MPS file
- Included Baby MPS and Deceased MPS
- Save mailing costs
- Safeguard your corporate reputation by avoiding bad publicity
- 4.5 million registered with the Mailing Preference Service



## 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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