

A FREE Data Health Check to save money

Keep your mailing list in trim!

Affordable Direct Marketing for business

It is vital not to **waste** any part of your valuable marketing budget mailing to customers who have **moved** or recently **died**. An **incorrectly addressed** letter will not qualify for the best postal discounts and reflects badly on you, the sender. **Duplicated** mailings are both costly and give a bad impression. Contacting people who have registered on the **MPS** or **TPS** scheme can make your business liable for a costly fine.



Unsure when you last checked over your mailing list?
Not sure how you will do it?
Relax! A FREE, no obligation Send data health check is the answer!

Send us your mailing list and we will screen it for problems and advise you on what we find. We will compile a simple report identifying where any problems exist, assess the cost to your business if you do not make any changes and provide a quote to fix it.

Why should I check my mailing list?

Cost!

The assessment is free, so there is nothing to lose. If anything is found you can make a decision whether to clean up the data, or continue using it, but knowing you are wasting money on brochures and spending unnecessarily too much on postage.

The Law!

If you have not gained the permission of a consumer to contact them, and they opt out of receiving "junk mail" using the MPS or "cold calls" using the TPS, then you can be liable to a fine of £1,000.00.

Address Checking

- + Duplicate Assessment
- + Telephone Checking
- + Giveaways & Movers
- + Deceased
- + MPS, TPS & FPS Suppression
- + Report & Advice

Normally
£35

All included for...

=FREE

FREE Send Fitness Data Check

UK Consumer or **Business** address lists
(< 20,000 records)

PAF Address compliance checking and % to be fixed

Telephone and Fax number checking (if supplied)

Duplicated persons, family & household assessment

Goneaways: Forename, Initial or Surname level

Deceaseds: Forename, Initial or Surname level

Movers: Goneaways with located new addresses

MPS, TPS and FPS Suppressions (Mailing, Telephone & Fax no. Preference Service Opt-Out Registrations)

How do we do it?

We are an Experian approved reseller and DMA approved mailing house equipped with state of the art machinery and the ability to buy lists and postage at a discount. Clients include Nationwide Autocentres, B&Q, Dorling Kindersley and Ben Sherman.

Call our Freephone orderline now...

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delivering results