



Data Hygiene

As consumer data is constantly changing, you can find that your database is out of date and underperforming for you, resulting in costly, inaccurate marketing mailings and gaps in your customer knowledge. Data cleansing is an effective way to check and correct your customer information, ensuring you always get the most from your database.

How can Data Hygiene help you?

- Ensure you have accurate campaigns and increase your return on investment
- Remove duplicate a customer information and save money on wasteful mailings
- Reduce costs associated with contacting individuals who cannot or will not respond
- Improving the effectiveness of communications to consumers, improving response rates and return on marketing investment
- Reducing the risk of causing consumer annoyance and damaging brand reputation
- Ensuring that data and marketing communications are compliant with the numerous data regulatory requirements
- Increase your efficiency and corporate responsibility by not mailing people who aren't there – saving you money
- Limit corporate brand damage created by irresponsible data practices
- Help stop identity fraud, which substantially increases the risk of bad debt
- Improve the environmental reputation of your company and the DM industry
- Provide Data Protection Act compliance for your company