



Mailbird CleanData Audit Report
for
Mr K Holden

17049 records cleaned for Mailbird Test on6249

Mailbird CleanData has completed a complimentary full audit report of your data.

Use Mailbird CleanData Control Centre to collect your results (see attached file for results file layout). These results will be available for 5 days.

Here are some of the enhancements and improvements that Mailbird CleanData could make:

- identify 4 (0.02%) of your customers as duplicates
- identify 636 (3.73%) of your customers who have moved and supply you with their new address
- remove up to 4331 (25.40%) unmailable customers (Deceased, Goneaway, Baby MPS & MPS)
- increase the number of PAF standard addresses to 14848 (87.09%)
- enhance 5879 (34.48%) individual forenames using intelligent name matching
- identify 4566 (26.78%) customers who have requested not to be contacted by phone
- confirm that 10886 (63.85%) individuals match with the Electoral Roll

Geographical Summary	No. of records (%)
UK records	17037 (99.93%)
International records	12 (0.07%)
Unknown	0 (0.00%)

Gender Summary	No. of records (%)
Male	5755 (33.76%)
Female	9804 (57.50%)
Ambiguous	74 (0.43%)
Unknown	1416 (8.31%)

Input Address Summary	No. of records (%)
Addresses corrected	6010 (35.25%)
Addresses fully verified to PAF	14848 (87.09%)
Addresses not fully matched to PAF	2201 (12.91%)
Full UK postcodes corrected	353 (2.07%)

Duplicate Summary	No. of records (%)
Unique individuals	17045 (99.98%)
Unique families	16933 (99.32%)
Unique addresses	16520 (96.90%)
Individuals matching with purge file	0 (0.00%)

Families matching with purge file	0 (0.00%)
Addresses matching with purge file	0 (0.00%)
Change of Address Summary	No. of records (%)
New addresses identified	636 (3.73%)
Electoral Roll Summary	No. of records (%)
Individual names verified to the electoral roll	10886 (63.85%)
Forenames enhanced	5879 (34.48%)
Name and Address Suppression Summary	No. of records (%)
Deceased	127 (0.74%)
Goneaways	1321 (7.75%)
MPS	3145 (18.45%)
Baby MPS	6 (0.04%)
Telephone Number Appending Summary (OSIS)	No. of records (%)
OSIS Total File Hits <small>* This includes appended numbers and flags. Additionally, these OSIS results are only available to purchase for the next 7 days.</small>	11662 (68.40%)
OSIS Appended numbers flagged <small>* Due to BT contractual terms we are unable to provide counts of matches to TPS until the OSIS appended numbers have been purchased.</small>	See Note
TPS Summary	No. of records (%)
Customer supplied numbers flagged	4566 (26.78%)