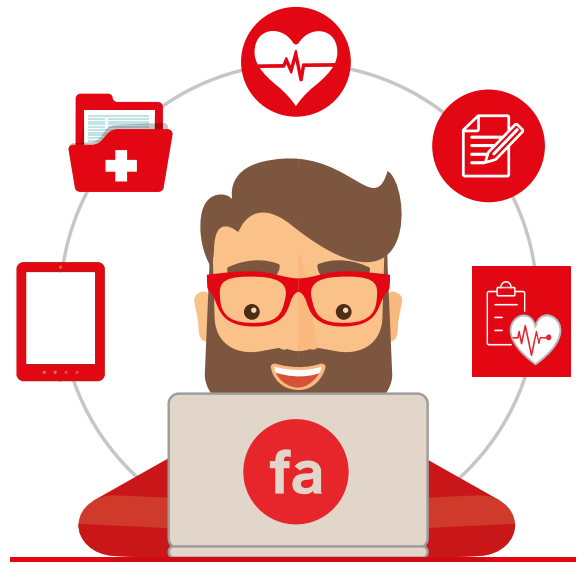




# **FASTANT**

## **DATA HEALTH CHECK**



**WASTING MONEY ON POSTAGE?  
NOT SEEING THE RESULTS YOU WANT?  
IT'S TIME TO CLEAN UP YOUR DATA WITH A FASTANT DATA HEALTH CHECK!**

### **WHAT IS THE FASTANT DATA HEALTH CHECK?**

The FastAnt Data Health Check will run your data through our clever systems, analysing it for badly formatted addresses that can impact the success of your campaign.

Our Data Health Check report will outline the issues with your data which will affect the performance of your marketing campaign and show you how to save huge amounts on postage for your campaign. We will show you how to save money by identifying:

- **Goneaways (those that have moved)**
- **Deceased (those that have passed away)**
- **Duplicates (address repeats)**
- **Invalid addresses (incomplete address)**



**24%**  
**DATA DECAY**

Data expires at a rapid pace. According to research, each year a business will encounter unavoidable data decay of 24%.



**170,000**  
**LETTERS**

Many businesses don't update their databases and it's estimated that 170,000 letters are sent to the deceased everyday.



**29 MILLION**  
**UK RECORDS**

We cross compare your data with the Royal Mail's PAF database which has over 29 million records of UK addresses.



**HUGE**  
**SAVINGS**

You can make huge savings on every campaign by choosing FastAnt to clean up your data and reduce your postage bill.

## HOW WILL THE FASTANT DATA HEALTH CHECK BENEFIT YOU?

By using FastAnt and our Data Health Check software, we will identify the bad contacts in your data. This will help save you money by avoiding wastage and reducing your printing and mailing costs.

Our report will provide you with a breakdown of your data using our simple smiley face ranking system. We will rank your data as either Good, Average or Poor and most importantly we will show you how much money you can save by cleaning up your data.

Data Audit			
Customer and Job Information			
Customer:	Fast	Registered Data Format:	
Contact:	Fast	Data Received:	17/01/2016-14:03
Job Ref:	1851 (H&M) 511 2451 (1)	Total Files Received:	1
Audit Date:	27/01/2016 14:03	Total Records Received:	17670
Postal Address Quality and Enhancement			
All Records - Overview	Performance	Score	
UK - Unmatched but Postcoded	34	0.19%	
UK - Matched but Postcoded	2266	12.82%	
UK - Matched to Postcode	15187	86.14%	😊
UK - Postcodes Added to Database Count	1197	6.78%	
Deduplication			
Contact Level Duplicates	Performance	Score	
Business Level Duplicates	6276	34.99%	
Location Level Duplicates	6294	35.01%	
Total Duplicates	6616	37.49%	😞
Suppression			
Status Mismatch Quantity	1176		
Internal Duplication	1176	43%	Good
STL (Data)	1176	43%	Good
Overages			

## CLEANING UP YOUR DATA WILL:



Save you money on printing and mailing costs



Improve the effectiveness of your marketing campaign



Improve productivity



Help you achieve industry standards and requirements for handling data



Reduce mail returns



Helping you target those that matter most to your brand

## WHAT HAPPENS NEXT?

Think that we can save you money on your next direct mail campaign? Then get in touch today. Contact your Account Manager to request a Data Health Check report.

They will then send you instructions on how to send your data via secure file transfer software (ftps). Then you can sit back and relax as we'll get your report over to you within 24 hours, so nothing slows your campaign down.

### 3 REASONS TO USE FASTANT FOR YOUR DATA HEALTH CHECK:

- We can save you serious cash by eliminating your bad data.
- We will improve your campaign effectiveness by avoiding wastage on unnecessary printing, postage and mailing costs.
- We're passionate about making your data work for you. Our team are dedicated to ensuring an efficient turnaround for your report so nothing holds up your campaign.

Our service is completely free, we'll show you how much money you can save by choosing to use FastAnt for your direct mail Data Health Check.

We are ISO 9001 and ISO 27001 accredited so your data is safe with us!

## REFERENCES

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