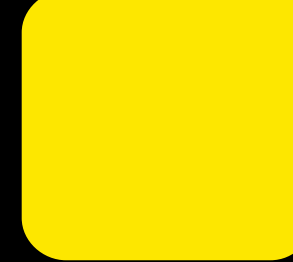


**ai** data  
intelligence  
enter

[aidataintelligence.com](https://aidataintelligence.com)

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Complete integration. Unrivalled accuracy. Extraordinary dedication. Unlimited agility. Combined with a market-leading processing platform, access to the most comprehensive independent datasets, and a high-level consultative approach, these principles are the driving force behind Ai Data Intelligence.

Our core services – **Ai Data, Ai Analysis, Ai Bureau, Ai Risk** and **Ai Hosting** – increase effectiveness and profitability for many of the UK's top brands. As a direct result of Ai Data Intelligence marketing services, our clients deliver more timely and relevant campaigns, consistently targeting the right people with the right services at the right time.

the **ai** way.

# Ai Data Refiner



We built the **Ai Data Refiner** processing platform in-house specifically to maximise accuracy for your marketing initiatives. It allows us to match, cross-reference and dedupe data at a level of precision that directly influences the bottom line.

Regular benchmarking against competing technology independently confirms that the Ai Data Refiner delivers the ultimate in accuracy. These benchmarking results have convinced many leading brands across all industry sectors to become Ai clients.

Powered by our top-ranked Ai Data Refiner platform, our five core services enhance profitability throughout the marketing cycle.



## Core services

**Ai Data** provides access to the highest volume of lifestyle data in the UK plus trigger marketing advantages through Ai Eventis to make your campaigns as timely and tightly targeted as possible

**Ai Analysis** brings together one of the UK's best marketing and credit data analytical teams to ensure the most effective prospect targeting and customer management

**Ai Bureau** was one of the first UK bureaux deployed online, and it continues to lead the way in data performance: our in-house matching technology and expert account support result in highly accurate data hygiene services.

**Ai Risk** delivers a fully integrated risk analysis service essential for assessing customers and prospects intelligently as markets diversify and change ever more rapidly

**Ai Hosting** gives you complete, efficient access to data, including analysis and reporting, by providing a fully-hosted database design, build and hosting service

## Complete integration

Our core services illustrate all the benefits we can bring you, but it's our people who deliver truly integrated solutions.

**We don't  
do  
'easy'.**

**We do whatever it takes.**

the **ai** way.

Experts from across the industry work together to bring the most effective mix of expertise and data technology to every customer. As markets diversify and change more quickly, we also look deeper into prospect profiles using our unique **Ai Risk** analysis to enhance decision-making across the entire credit lifecycle.

Even customers who choose individual Ai services benefit greatly from this integrated ethos, as our consultants can introduce solutions from the entire Ai range. Accordingly, our fully integrated approach adds value to customer acquisition, development and retention activity.

## Unrivalled accuracy

Data accuracy is critical for increasing effectiveness and profitability at every stage of a marketing strategy, and Ai Data Intelligence is the recognised industry leader in data accuracy.

Government bodies, blue chip companies and top DM agencies achieve exceptional data accuracy with Ai Data Refiner, our unique in-house technology that enhances, cleans and appends data more effectively than any other platform.

This technology is also the power behind **Ai Data** services such as Ai Prospector, our pre-built prospect pool which offers access to millions of consumer records, including the UK's highest volume of lifestyle data.

Event trigger data delivered via Ai Eventis adds another level of value to customer segmentation, profiling and prospecting activity: real-time data feeds track consumer 'life events' (such as planning to move house or conducting home improvements) and can be delivered daily to inform the most timely marketing initiatives.

Our independent status further underscores our commitment to accuracy. It gives us the freedom to focus solely on bringing you the most accurate prospect and customer data, with verification from multiple sources.

## Extraordinary dedication

Proving a refreshing change in the data market, the people at Ai are uniquely committed to delivering measurable success via consolidated solutions.

**Our data consultants  
make sure excellence  
is expected,  
not  
'extra'.**

the **ai** way.

You'll consult with our hands-on senior team, who will personally lead you through our services and work directly with you, even on-site if required. Using the vast prospecting, retention, cross-selling and strategic development resources of **Ai Analysis**, they give you the key industry insight into target markets that ensures you build relationships only with profitable customers and prospects.

Our consultants are exceptionally proactive: not only do they tailor Ai Data Intelligence services to your needs, they go beyond your stated requirements to uncover and resolve all of the issues that determine your marketing success.

## Unlimited agility

At Ai, we take a dynamic approach to achieving your goals by continually tailoring our services to meet them.

When you're ready  
to do things  
a little  
differently  
you're ready for  
Ai Data Intelligence.

the **ai** way.

We understand that to extract the full value of data, eliminate wastage and increase revenue, we must move and grow in step with the industry and our clients. This is the Ai way.

The proprietary matching technology behind **Ai Bureau** is just one example of how Ai Data Intelligence constantly evolves. Our suppression, deduping, teleappending and mover tracking services enable us to respond immediately to constant data movements.

## Leading the way

Ai Data Intelligence works with over 100 clients in the B2B and consumer sectors, including:

The AA  
Abbey  
Aon  
Barclays  
British Credit Trust  
GE Money  
HBOS  
High and Mighty  
Marks & Spencer  
National Australia Group  
Reed Publishing  
Viking (Office Depot)  
Vodafone

“Ai’s online cleaning system has allowed us to take control of our data cleaning, be more creative in our approach to testing, and save time and money on every campaign.”

**Paul Newton, National Australia Banking Group**

“Their support through this transitional period has been invaluable. Not only have we seen financial savings, and an improvement in our data quality, their help and advice has meant that we have been able to address issues that may otherwise have been restricted by budget.”

**Tracey Walton, Senior Supporter Development Officer  
Motor Neurone Disease Association**

## It's not for everyone.

We want you to expect more from your data.

Our accuracy obsession, true integration, unique dedication and unlimited agility demand that our clients are equally open to doing things differently.

All we ask is that you step outside any traditional thinking about data services, and we'll stop at nothing to show you the way.

Are you ready?

For further information on anything Ai, please contact:

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Hill Rise,  
Richmond TW10 6UD**

**T 020 8614 7333**

**F 020 8614 7330**