

# ai bureau

## Reduce costs and increase campaign productivity.

Ai Bureau leads the way in maximising data hygiene, accuracy and quality. Our in-house technology and expert account support result in highly accurate and cost effective data processing and management.

We provide data processing, data enhancement and comprehensive campaign management to clients in both the B2C and B2B arenas. We deliver a full campaign processing service including technical campaign management, detailed reporting, de-duplication and screening using commercial suppression sources.

Our unique data processing engine, 'Data Refiner,' has been independently benchmarked as delivering market-leading data accuracy. It allows us to match, cross-reference and de-dupe data at a level of precision that directly influences the bottom line of our clients and delivers real advantage over our competitors.

### Ai Bureau services:

#### Telephone Number Matching

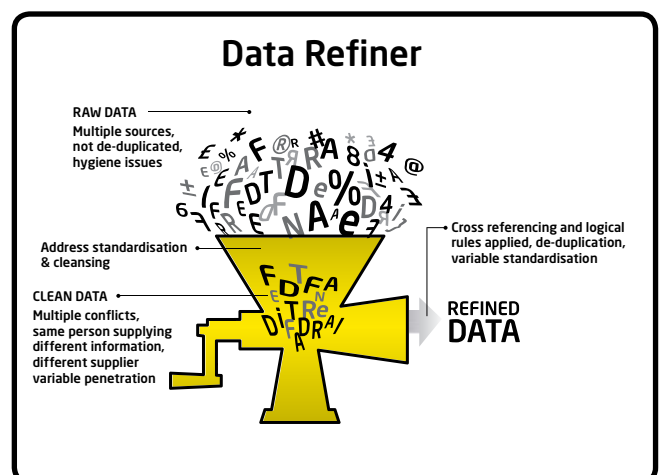
Under licence from BT, the OSIS database is the most accurate source of UK residential and business telephone number information available. The database is updated nightly (Sun-Fri) and contains data from UK fixed line telephone service providers. The file includes business and consumer numbers, fax numbers, published numbers and ex-directory entries.

#### Address Processing

- **Postcode Address File:** The Postcode Address File (PAF) is the database of all UK postal addresses, owned and compiled by Royal Mail. By matching and enhancing your files against PAF, you save money by improving presentation and reducing the number of undeliverable mailing items. Processing will also enable the pre-sorting of your mailing, reducing postage costs.
- **Mailsort:** Mailsort is a collection of services from Royal Mail that enable licensed users to access a range of postal discounts. The concept is that pre-sorted items with high levels of address accuracy are cheaper for Royal Mail to handle and deliver. Therefore, if a mailer ensures address accuracy and some level of pre-sorting, Royal Mail will pass back some of the savings.

#### Duplicate Processing

Duplicate identification requires the ability to identify multiple incidences of the same record while still allowing for a variety of variances. Based on our own unique, high capacity systems, we deliver a fully flexible and highly accurate de-duplication service including; Hierarchical De-duplication, Merge Purge and Business to Business. At all stages, full reporting is provided to keep clients fully informed and enable full visibility and control of data.



Contact us today for more information about Ai Bureau

Phone 020 8614 7333 [www.aidataintelligence.com](http://www.aidataintelligence.com)

### Electoral Roll Processing

Compiled annually by the Electoral Commission, this database contains name and address details of all adults either eligible to vote or who will be eligible to vote at the next election. The file can be used for verification of occupancy, the addition of contact names to residential addresses, the identification of Heads of Household or the addition of the names of adults either co-habiting or living in shared accommodation.

### Gone Aways and Movers Screening

- **Equifax disConnect:** The file covers six years of retrospective data, representing 25.3 million records, which are updated daily and supplied monthly.
- **Gone Aways Suppression File (GAS):** GAS addresses the problem of targeting people who have moved house. It represents an accurate solution for identifying Gone Aways and is responsible for cleaning over half of all direct mail in the UK.
- **Acxiom Purity:** Ensures that you only mail people who currently live at a target address. Only people that have been verified as actually having left their address are entered into the file. It consists of 13.1 million records and is updated quarterly.
- **National Change of Address File (NCOA):** NCOA is sourced from the Royal Mail Redirection Service. This file can not only identify the fact that a customer has moved but also offers the facility to provide the details of where that customer has moved to.
- **The Universal Suppression Service:** Combines information from qualified postal returns and address change information from a pool of data contributors and information from Royal Mail's Redirection Service.

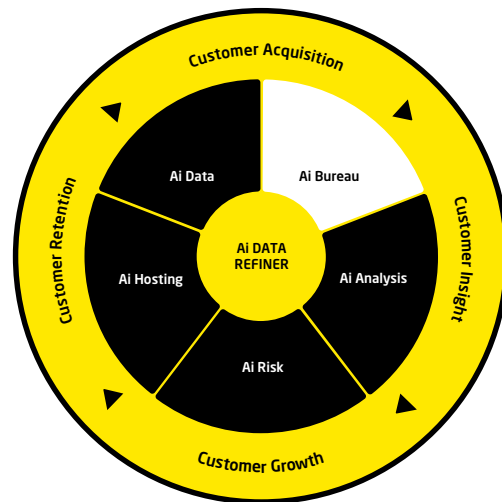
### Deceased Screening

- **Mortascreen File:** Represents the most detailed compilation of individuals who have died with a registered estate valued in excess of £5,000.
- **The Bereavement Register:** Collected from a variety of sources, including registration offices and funeral directors, this file can contain individuals who have died with less than £5,000 in their estate.
- **OBIT:** membership based, not for profit data pool of deceased individuals.

### The Preference Services

- **Telephone Preference Service:** Enables you to meet the legal requirements to screen out the telephone numbers of individuals who have registered not to receive unsolicited telephone calls.
- **Corporate Telephone Preference Service:** Since June 2004, it has become a legal requirement to screen telemarketing data that is going to be used for B2B campaigns. Data must be cleansed every 28 days.
- **Fax Preference Service:** Enables the screening out of fax numbers of individuals who have registered their desire not to receive unsolicited faxes.
- **Mailing Preference Service:** Enables identification and screening out of the addresses of individuals who have registered not to receive unsolicited mailings.
- **Baby Mailing Preference Service:** Enables identification and screening out of addresses of individuals who have suffered the loss of an infant.

# An overview of Ai Data Intelligence Services.



**Ai Data Intelligence** is an independent data and analysis services business. We provide services that help clients use data more effectively in the acquisition, development and retention of profitable customers. Accuracy is at the heart of Ai and our industry leading processing platform. Ai Data Refiner<sup>®</sup>, coupled with our internal data hosting environment, Ai Prospector, delivers the ultimate data accuracy for marketing initiatives. Our core services - Ai Data, Ai Analysis, Ai Bureau, Ai Risk and Ai Hosting - increase marketing effectiveness and profitability for many of the UK's top brands. To find out more about Ai Bureau or any of our other products and services, contact us now.



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