

Suppression Files Explained

Mailing Suppression Files



- **NCOA - National Change of Address** – Produced by The Royal Mail this file is used to establish the new addresses of people who have moved. **Applied at initial Name and Address Enhance** stage in order that newly acquired addresses can, in turn be screened against deceased and gone-away status.



THE
Bereavement
REGISTER

- **TBR - The Bereavement Register** - This REaD Group file identifies known deceased records. 'TBR' contains approximately 1.3 million records and grows at an average of 35,000 per month.



- **'Mortascreen Plus'** - The data contained within is a verified list of deceased persons in the UK. The data emanates from probate registries in England, Wales and Scotland; proof of death is therefore irrefutable. Pre-probate records are sourced from funeral providers. The Mortality File currently holds nearly 3 million records and grows at an average of 30,000 per month.



DECEASED
REGISTER

- **TDR - The Deceased Register** - An additional supply of deceased individuals supplied by Millennium Direct.



THE GONE AWAY
SUPPRESSION FILE

- **GAS - The Gone-away and Suppression File** - This REaD Group contains known movers, matched at an individual level, contains approximately 13 million records and grows at an average of 700,000 per quarter, updated quarterly.



- **NSF - The National Suppression File** - The NSF is an industry 'consortia' file, which integrates gone-aways from a number of sources – Postal Returns, Electoral Roll Changes (ER delete file) and Notifications (GAS file and NCOA data).



- **USS - The Universal Suppression File** - A file of known movers provided by the Royal Mail

- **MPS - The Mailing Preference Service** - Ensures that those individuals who have requested not to be mailed via the DMA are removed from any mailing files. This again can be matched at a surname level to exclude all members of that household. The 'MPS' file contains approximately 500,000 records and grows at an average of 10,000 records per quarter.

Benefits

Effective suppression offered by the screening processes above will improve mailing performance in a number of ways:

- Increase response rates and subsequent ROI
- Reducing wastage of mailing 'illegal addresses' temporary addresses etc
- Reducing data capture costs by not mailing members 'no longer at this address'
- Reduce brand damage caused by mailing bereaved
- Recover the valuable records of members who have since moved

Telemarketing Suppression Files



- **British Telecom Operator Services Information System** – This file contains the BT telephone number directory of over 16 million landlines, mobiles and fax numbers. The file comprises 13 million residential telephone numbers and the file is updated with around 50,000 numbers daily.

This stage produces reports of the number of records where the telephone number field has been confirmed, corrected or appended



- **TPS** - The Telephone Preference Service. Stats are produced on the number of records that match the TPS file i.e. any numbers whose bill payers have requested not to receive any unsolicited telephone calls.

NB Prior to any telephone contact this process must be completed by law within a 28 day period prior to the call being placed)

Benefits

By performing Telephone number matching and appending, your organisation will improve the efficiency, effectiveness and overall profitability of their telemarketing and member contact campaigns. The main benefits are reduced costs, reduced call time, and improved customer/member/prospect perception.