

# Hearing Aid Conglomerate Sought Data Cleansing Services



## Company Profile

Hearing Aid  
Conglomerate



## Industry

Senior Care Services

## THE CHALLENGE

A large hearing aid conglomerate made up of several national brands had an acquisition database of more than 2.9 million consumers age 65 and older. Prior to the onset of their semi-annual campaign, they needed a reliable method of reviewing the data for inaccuracies.

## THE SOLUTION

Following a detailed consultation with the client and taking into consideration the age and compilation of the client's data, AccuData proposed a custom suite of data hygiene processing that included:

- National Change of Address (NCOA<sup>LINK</sup>)
- Locatable Address Conversion Service (LACS<sup>LINK</sup>)
- Delivery Sequence File (DSF2)
- Deceased Suppression

## THE RESULTS

Upon completion of the hygiene and suppression processing, we identified that:

- 148,340 addresses changed as the result of a move
- 56,557 records were deceased
- 37,802 addresses were vacant
- 35,207 addresses were missing a secondary number

- 7,096 moved and left no forwarding address
- 2,953 addresses had been converted, renamed, or renumbered

These findings represent 287,955 records (9.8% of the file) that would likely have been undeliverable, or if delivered, could have been negatively perceived (as in the case of the deceased records) by the recipient.

Through using data hygiene and suppression services in advance of the campaign, we were able to help our client:

- Eliminate records that were likely undeliverable
- Benefit from automated address updates
- Maintain compliance with USPS guidelines
- Avoid unnecessary campaign expenses
- Maintain a positive reputation