



A GUIDE FOR DATA RESELLERS

Understand & Overcome Common Third-Party Data Challenges

(Consumer Data Edition)



Your clients trust you to make the very best decisions when it comes to acquiring and managing direct marketing data. And in turn, you trust AccuData to do the same.

Data compilation as a science is constantly evolving, as are the regulations around consumer privacy. When vetting our partner providers, we ensure their data collection methods balance scale and selectability with accuracy, quality, and compliance.

No matter our best efforts (and those of our chosen providers) to capture accurate consumer populations, data quality issues will arise. We feel that providing you with an understanding of common data quality issues will allow you to offer faster, more proactive support to your own customers. We understand that the prospect mailing list is a small portion of the overall marketing effort and our team is available to assist with any concerns you or your clients may encounter.

DATA QUALITY, ACCURACY, AND DECAY RATES

Industry standard information is compiled from leading direct marketing and advertising experts, including but not limited to the Association of National Advertisers (ANA) and their DMA division (Data Marketing & Analytics), as well as numerous direct marketing service providers and data compilers.

Data Quality and Accuracy

AccuData uses commercially reasonable efforts to stay within an undeliverable rate of 10% and a disconnect rate of 15%; actual rates will vary and are not guaranteed. These rates are based upon the full quantity of the prospect list(s) provided and are merely guidelines. Do consider deploying your mailing as soon as possible after receiving your list to maximize deliverability.

Data Decay

Data decay refers to the gradual loss of quality that occurs when data is extracted from the environment responsible for its upkeep. As a population, we are incredibly dynamic; constantly moving, growing, and changing. Data files on the other hand, capture a moment in time and cease to change following their creation. This is particularly true in the case of rented direct marketing lists.

Most compiled consumer direct marketing lists will decay at a rate of 2 - 2.5% a month. While that initial number seems reasonable, a client using a rented list over the course of a year could experience an ultimate decay rate of 24 - 30%.

What steps can you take to help combat data decay? Encourage your clients to rent and mail their direct marketing lists as close to their mail date as possible. And for clients that are interested in unlimited use list rental, ask your AccuData account representative about the possibility of refreshes. A data refresh, where available, will provide your client with a new data file customized to their geographic and demographic specifications.





THE MOST COMMON
Third-Party Data Challenges
When Mailing Consumer Lists





Undeliverable Addresses

Being deeply embedded in the direct mail industry, you are likely all too familiar with undeliverable as addressed mail. Even with a complete suite of USPS®-licensed postal hygiene, address standardization, and change of address processing regularly applied, the direct marketing lists mailed on behalf of your client may produce undeliverable addresses.

In the event that a consumer mailing results in a return rate greater than 10%, please encourage your client to provide you with sample mail pieces that can be delivered to AccuData for research and response. Your AccuData Representative can guide you through the process.

The most likely causes for this issue include:

- The individual, family, or business has moved and not left a forwarding address
- The address is incomplete, incorrect, or illegible
- The address does not exist
- A mail receptacle does not exist
- The addressee is unknown or deceased
- The addressee refuses or fails to claim the mail

Mail for an Unknown Recipient

Out-of-date consumer information occasionally finds its way onto direct marketing databases and into the mailboxes of the individuals that now occupy the address. The majority of time, this is the name of a former resident/homeowner that has been reconnected to the address.

The most likely causes for this issue include:

- A change of address (COA) was not filed by the former resident/homeowner.
- A change of address was filed but an error caused the name and address on the COA to not match the name and address on the compiled consumer file.
- A consumer data provider obtained the data through a source file that had not been updated.
- A lapsed customer segment is mailed to reactivate business and that file contains the name and address of the former resident/homeowner.

Mail for a Former Partner, Spouse, and/or Relative

Like receiving mail for an unknown recipient, a consumer may receive mail for a former partner, spouse, and/or relative that does not reside at the recipient's current address. Once linked, consumer names can easily be reconnected during automated data collection processes.

The most likely causes for this issue include:

- A change of address for a past family move may override an individual move where no change of address was filed.
- Inactive loyalty files that show partners/spouses as linked are updated with data for the former partner's/spouse's new address.
- Change of address findings are erroneously applied to the household level (based on surname) as opposed to the individual level (given name and surname).

The Names of Deceased Individuals Appearing on a Data File

One of the most challenging data quality issues occurs when a loved one receives a mail piece addressed to a deceased partner, spouse, or family member. As are AccuData's partner providers, we are deeply respectful of families that have lost a loved one and work to ensure that the names of deceased individuals are not included on direct marketing lists.

Deceased Suppression is a process that helps to identify and remove the names of known deceased individuals during the data compilation process. The names of deceased individuals are sourced from the Social Security Administration Death Masterfile, the DMA Deceased Do Not Contact file, self-reported information, and the data compilers' own deceased lists. Unfortunately, 100% coverage of all deceased individuals in the United States is not available. We estimate that approximately 75% of names for those that have passed within the last ten years are accounted for.

The most likely causes for this issue include:

- The name of the decedent became "reactivated" from a marketing perspective. Their name remains associated with some type of a bank account, credit card, magazine subscription, or utility bill.
- The individual has been deceased for an extended period of time (greater than 10 years).
- The decedent is a child whose passing was not reported to the Social Security Administration.
- The surviving partner/spouse made a purchase or donation in the name of the decedent.



**When your client reports the
name of a deceased individual,
AccuData can help.**

PLEASE VISIT

<http://optout.accudata.com/request/opt-out>

Use our simple opt-out form indicating that you are submitting the name of a deceased individual. We will add the name and address to our internal suppression file. In addition, we will report the information to our consumer data providers. These actions will help to remove the likelihood of additional mailings to the family of the decedent.

The Names of Minor Children Appearing on a Data File

For a parent, receiving a marketing solicitation for a child can be quite alarming. AccuData, along with our partner providers, do not knowingly compile or release the names of minor children (under age 18) for marketing purposes.

During the data collection process, children's data is frequently provided without an associated age or date of birth, which prevents our partner providers from easily identifying the names as minors. In other cases, the data presents with an age or date of birth that appears to be that of an adult. Common sources for this type of data include contests, online sources, subscription services, survey registrations, transactional data (online and offline buying activities), and warranty registrations.

The most likely causes for this issue include:

- A parent or family member used the child's name in association with their own age/date of birth.
- A purchase or subscription service was made in and shipped to the child's name.
- The child utilized a false age/date of birth to gain access to an offer or website.


Presence of Children Miscoded on a Data File

A variety of methods are used by AccuData's partner providers to determine that children are present in a given household. The most common of which is a child's age or date of birth. The following sources may be utilized to obtain this type of information: baby registrations, exclusive retail partnerships, public record sources, and self-reported data. Where a confirmed presence of children is unknown, inferred (or modeled) information may be applied.

The most likely causes for this issue include:

- Inferred information is inaccurate.
- Age and/or date of birth errors indicated that a child is present in the household.
- A grandparent or family member utilized their address in association with a child's age and/or date of birth to purchase items for the child.
- While not as common, some data providers use buying activities and transactional data to indicate a child is present in the household.



A photograph of a man and a young boy lying in bed, looking thoughtful. The man is in the background, and the boy is in the foreground, both wearing light blue shirts. The image is dimly lit and has a soft, blue-tinted overlay.

Should you receive a report of a minor child's name being included on a mailing list, please request the name of the child and the associated postal address. Provide this information to your AccuData Representative. We will add the name and address to our internal suppression file. In addition, we will report the information to our consumer data providers. These actions will help to remove the likelihood of additional mailings to the child.

Inaccurate Age/Date of Birth Assignment

Age and date of birth inaccuracies are two of the most common data quality issues that clients face when utilizing third-party data assets. The following sources are frequently used to identify a consumer's age and/or date of birth: historical DMV records (prior to January 1, 2000), public records, self-reported data, and voter registration details.

The most likely causes for this issue include:

- A data entry mistake, like a transposition of numbers, occurred.
- Hand-written information submitted for data compilation was unclear.
- Erroneous or fictitious data was reported by the consumer.
- A variance in date formats leads to an error (for example, former European Union residents frequently retain the date format of DD/MM/YYYY).
- A wife used her age or date of birth when providing information for her husband, or vice versa.
- In a household where father and son carry the same name, age and/or date of birth could be erroneously assigned if the suffix of Sr. or Jr. isn't apparent.

Provided Home Value Assignments Don't Match Other Sources

Another oft-reported issue related to third-party data is the inaccuracy of home value assignments. Home market value is an estimation derived from sophisticated statistical models that are exclusive to each data compiler. Likewise, popular online valuations, like Zillow®, are generated from their own exclusive processes. As the various sources do not correlate their data, differences should be expected.

Generally speaking, AccuData's partner providers update their home value estimations

annually. The models are primarily sourced from Tax Assessor data and also take into consideration past sale prices, Census data, and self-reported information.

Zillow, for example, updates their Zestimate® home valuations daily. Zestimates are modeled based on a combination of public and user-submitted data, taking into account home facts, location, and market conditions.





Inaccurate New Mover Data

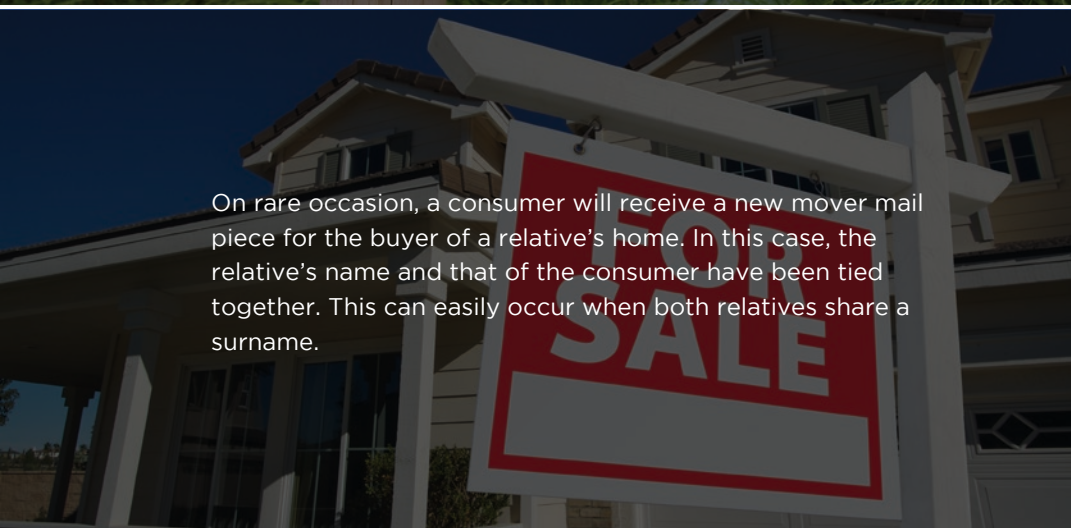
Many business verticals rely on the identification of new movers to feed lead generation initiatives. New mover data is most commonly compiled from self-reported change of address information received by magazine subscription services and credit card companies. Some partner providers also utilize additional sources, including new landline telephone and utility connections, to indicate a move has occurred. *(Please note that USPS® NCOA^{LINK}® data cannot be used in the compilation of new mover lists.)*



While complaints involving new mover data are infrequent, you may hear that a consumer who has lived in their home for numerous years received a new mover-related mailing.

The most likely causes for this issue include:

- A consumer made a change to their telephone or utility service and the associated company erroneously coded the service ticket as a move and not a change of service.
- The consumer disconnected from one service provider in favor of using another (for example, changing cable or satellite providers).
- The consumer has multiple homes and forwards mail to another address.



On rare occasion, a consumer will receive a new mover mail piece for the buyer of a relative's home. In this case, the relative's name and that of the consumer have been tied together. This can easily occur when both relatives share a surname.

The most likely causes for this issue include:

- The consumer engaged in an activity, like purchasing merchandise from a relative's catalog.
- The consumer established a household service for the relative and the bill goes to the consumer.
- In both scenarios, upon receipt of the data, the data provider erroneously tied the buyer's name to the consumer's account.

NEED ADDITIONAL ASSISTANCE RESOLVING A CLIENT CONCERN?

Count on AccuData's skilled staff to provide real-world knowledge and fast, responsive service. Many of our team members are highly tenured in the direct marketing industry and can provide expert consultation to you and your clients. From resolving concerns to recommending improved audience selection, AccuData takes the burden out of your hands. No matter the need, we are here for you each step of the way.





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