

HOW WE DO DATA CLEANING AT UKDATAHOUSE.COM

# WHAT'S THE PLAN, STAN?

## 01

### UPLOAD YOUR DATA

Export your data to us using our secure file transfer service and we'll analyse every aspect of your database. We'll then send you a free audit report identifying all potential opportunities for improvement.



DAY 1-2  
UPLOAD

KEEPING YOUR DATA CLEAN IS VITAL TO THE SUCCESS OF YOUR ONGOING MARKETING ACTIVITIES. HERE'S THE PLAN:

## 02

### WELCOME TO DATA WASH AND POLISH SELECT YOUR CLEANING LEVEL

- CTPS / TPS Screening
- MPS Screening
- Telecare Screening
- Goneaway Updates
- Bereavement Checking
- Live Number & HLR Checking
- PAF Verification
- Email Validation
- Email Append
- Telephone Append
- New Address Append
- Lifestyle Append

PRICING PER THOUSAND

#### LEVEL 01 GOLD

- Perfect for looking after your existing customers and contacting them via new channels.

£80 - £220

#### LEVEL 02 SILVER

- Ideal for keeping your prospect and client databases up to date, accurate and effective.

£40 - £80

#### LEVEL 03 BRONZE

- Suitable for ongoing compliance checking on your prospecting database.

£10 - £20

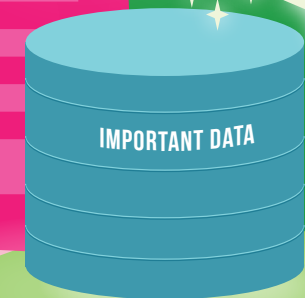
Pricing depends on volume of records to be cleaned, the health of the database, and the individual service requirements. You'll receive exact pricing for each service, based on your database, in your free audit report.

DAY 2-3  
GET CLEANING

## 03

### DOWNLOAD YOUR DATA

Import your clean data back into your CRM system and start seeing instant improvements in your marketing and day to day productivity.



DAY 3-4  
DOWNLOAD

#### MORE IN THE 'PLAN, STAN?' SERIES:

- DATA SUPPLY
- SOCIAL MEDIA
- EMAIL MARKETING
- DIGITAL ADVERTISING
- DIRECT MAIL
- CREATIVE SERVICES
- WEB DEVELOPMENT
- SEARCH ENGINE OPTIMISATION