

Capscan Integrity

Capscan Integrity for online data cleansing and enhancement

Capscan Integrity is our new innovative online data cleansing service, which offers customers a simple but cost-effective way of cleaning, enhancing and suppressing data: A service tailored for organisations of all sizes, whether small or large.

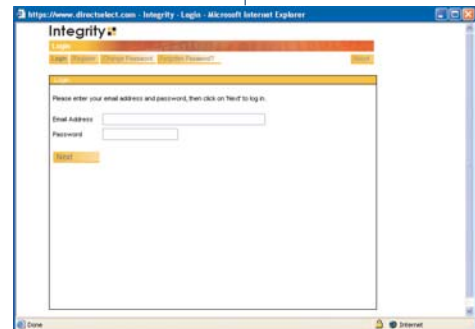
Capscan Integrity cleanses your data using significantly more suppression files than many competitor products, improving the accuracy of data and increasing the effectiveness of your marketing communications. By utilising Capscan Integrity, you have access to the most effective suppression and telephone numbering sources available.

How Capscan Integrity can benefit you:

- **Suppression screening** - In the event of a person no longer being at an address, you can use suppression files like National Change of Address (NCOA) or Gone Away Suppression (GAS) to flag this. See Table 1 for a list of Suppression services offered.
- **Mortality and Bereavement screening** - to prevent brand damage, embarrassing situations and waste.
- **Telephone and Mail Preference Services screening** - Capscan Integrity checks your records against the 6 million plus subscribers who object to receiving tele-sales calls or unsolicited mail.
- **Telephone number verification and appending** - If you are involved in tele-marketing, the service offers you an affordable way to verify telephone numbers or append telephone numbers to addresses.
- **Consumer names profiling** - Capscan Integrity offers the base file of UK adults from the Electoral Roll for cleaning and verification of your targets.
- Formats data to either country specific postal or custom database formats.
- **Deduplication** - Identifies duplicates within your database, helping you to avoid the waste of multiple mailings.

How to register for Capscan Integrity

To register and use Capscan's online cleansing and enhancement service, visit www.capscanintegrity.com. For further information on the Capscan Integrity service call our Customer Hotline on 020 7428 1255 or email enquiries@capscan.com.



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Table 1: Suppression Files Available

• NCOA Suppress
• NCOA Flag
• DisConnect Suppress
• DisConnect Flag
• The Bereavement Register Suppress
• The Bereavement Register Flag
• Mortascreen Suppress
• Mortascreen Flag
• Mortascreen Plus Flag only
• USS Suppress
• USS Flag
• GAS Suppress
• GAS Flag
• NSF Suppress only (DMA \ Non DMA)

For further information on our full range of products and services, please call Capscan on:
020 7428 1255

Alternatively please visit our website at:
www.capscan.com

or email:
enquiries@capscan.com

