

Capscan Integrity

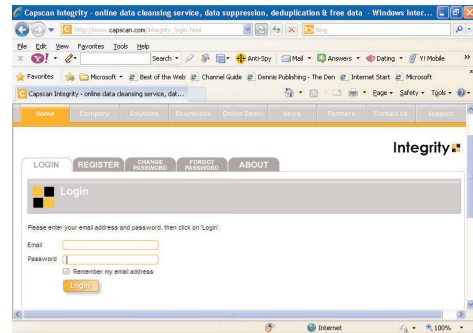
Capscan Integrity for online data cleansing and enhancement

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, validation and data appending 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 the list of screening and appending 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.
- **Deduplication** - Identifies duplicates within your database, helping you to avoid the waste of multiple mailings.
- **Email validation and appending** - You can check the deliverability of email addresses held on file with our email validation service or append email addresses to your offline customer contact records.
- **FREE Data Audit** - It provides a free data audit each time you use the service. The audit assesses the health of your data and enables you to make informed decisions regarding its use in data in Sales and Marketing.



With Capscan Integrity, you have access to the most effective suppression, validation and data appending sources available.

Integrity

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

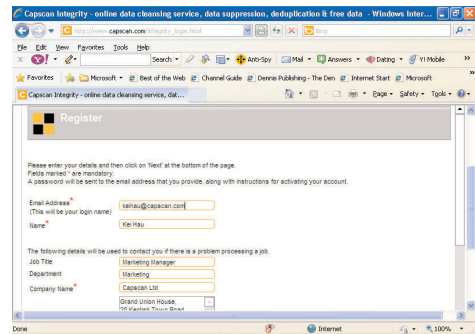
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How to register for Capscan Integrity

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.

List of Data Screening & Appending Services available:

- Consumer & Business Telenumbering
- Ex-directory Consumer & Business Telenumbering
- Extra Numbers
- Mobile Telenumbering
- Mapper (Telephone Number Structural Validation)
- UK Consumer File - (Verification, Extra Names, Neighbours, Extract, Infill)
- Mailsortation
- Council Tax Band
- Geographic Flag
- Wealth Tagging
- LifeSketch
- National Change of Address (Suppress, Update)
- The Gone Away Suppression (GAS) File
- GAS Reactive
- Xpression
- Purity
- disconnect
- reconnect
- SubtrAction
- Mortascreen
- The Bereavement Register
- Halo
- Combined Deceased
- Business Changes File (Flagging, Tracking)
- The Business Suppression File
- Telephone Preference Service (Consumer, Corporate)
- Fax Preference Service
- Mailing Preference Service
- Baby Mailing Preference Service
- TPS+ & Corporate TPS+
- Deduplication (Online)
- Profanity Check
- Name Formatting
- Age Append (Online)
- Email (Validation, Append)



Using the Capscan Integrity service is easy, you simply register your contact details into the online registration form.

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