

DATA HEALTH CHECK

Mediatech Direct

The mailing and fulfilment start-up has found Capscan's suite of data cleaning and suppression products has revolutionised its efficiency. By Julia Buchanan

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The problem

Start-up mailing and fulfilment house Mediatech Direct was established in January 2007, with production capabilities doubling in recent months. As Mediatech's managing director Phil Brooks points out: "We're fairly unique in terms of a start-up due to the scale of business."

Many of the company's clients gather their own address data rather than buying from lists, and this results in a significant number of unmatched records. To correct this, Mediatech needed the ability to clean, enhance and suppress data in addition to its day job of sorting the mail.

Mediatech's rapid expansion required a range of products to deal with the data, in order to improve accuracy and reduce wastage, as well as to meet the requests of clients.

The solution

Mediatech chose to outsource the solution and turned to Capscan for help. Having worked with the company before when he was managing director of TPF Group's direct mail division, Brooks was already familiar with its products. He says: "Capscan has an industry-proven product, and our clients were comfortable with it."

The direct mail company chose to use Matchcode Batch, Matchcode Data Capture, Capscan Integrity and Sortcode. Matchcode Batch and Data Capture cleansed address data by using Royal Mail's Postcode Address File (PAF), and found complete addresses using "fuzzy matching" processes. The online data-cleansing product Capscan Integrity was also



Mediatech Direct's continuous laser section

used to enhance and suppress data, screening 85,655 records against the Bereavement Register.

Finally Sortcode was used to pre-sort the mail to enable the senders to receive discounts from the Royal Mail Mailsort programme. Mediatech's IT director, Steve Gibson, says:

"This is where a clean database with full postal addresses can pay dividends in terms of Royal Mail Discount. The postage costs of a mailing campaign are usually the largest single cost to the client, and therefore mailsort discounts are a key feature in the cost-effectiveness of a mailing campaign."

The results

Mediatech speaks positively about working with Capscan, with Brooks saying: "We're very happy with how they've rolled it out. They've given us great service and support from day one."

He also points to the benefits of the suppression services. "One file we used suppression products on had 3,000 records taken out, just using the bereavement file," recalls Brooks. "You can imagine the implications for the client if they contacted those people. It's not anything anyone in the commercial sector would want to do."

He adds: "At the moment we are using these products on a one-off job process, however as demand increases, we'll start to use the Integrity online system full-blown." Selecting the right products is also important for a new company's profile. Sales director Dave Wright adds: "We're building our reputations on the back of the service we offer, and Capscan's products are a part of that."

Cleaning kit: Capscan Integrity

What is it?

The online enhancement and cleansing service has a range of options, including National Change of Address, Gone Away Suppression, mortality and bereavement screening and de-duplication.

How does it work?

Clients register and, once signed up, can select which suppression products they wish to use to enhance their data. After uploading their records, Capscan Integrity evaluates them and sends clients a free data audit. Customers can then decide whether to download the cleaned data or not.

What are the benefits?

Integrity is a 24/7 service and can be accessed from anywhere, granting it great flexibility. The free data audit also gives customers information about



Capscan Integrity helps spot changes of address

what they will be buying, and how much of their data is out of date or inaccurate. The records are quickly processed using a comprehensive set of suppression files to deliver more accurate and unduplicated data that will not annoy or offend those who have opted out of direct marketing, or who are families of the deceased.