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Data Sets Guide



Capscan



International Addressing Expertise

Data Sets From Capscan

Capscan provide a wide range of data sets, which can be used in conjunction with United Kingdom (UK) address data in Capscan products. The information from the additional data sets can be appended to address records at the point of capture or added during the batch cleansing process to further enhance existing address data. Address records for example can be linked with Ordnance Survey (OS) grid co-ordinates and mapping to assist in logistics planning or with commercial data for use in accurate customer profiling, targeting and analysis.

Consumer Names Data

When a contact name of a relevant household is linked to a Postcode Address File (PAF) address, it allows the householders names to be used as part of an interactive or batch search for the address. This not only increases match rates, but also allows misspellings in both the name and the address to be corrected. When consumers names data is used in conjunction with PAF in an addressing product it enables you to:

- Quickly and accurately capture names
- Attach a full address along with the name of the person(s) living at the address
- Correct misspellings in both the name and the address
- Validate the name and address details provided against a name or address recorded in a names database, e.g. Experian National Canvasse
- Increases match rates in interactive searching and batch cleansing
- Improve the accuracy and quality of your contact database

National Canvasse

National Canvasse is Experian's consumer names database which extends the Electoral Roll to provide a more up-to-date and comprehensive dataset than the Electoral Roll alone. It contains over 44 million names to provide you with a complete picture of the UK adult population. National Canvasse is built by combining the commercially available Electoral Roll, name and address level data from Experian's Canvasse Lifestyle database, directors at home, shareholder data and significant data contributions from partner organisations. Experian's combined data sources provide over 90% coverage of all Electoral Roll opt-outs. National Canvasse data will give you access to a person's full name, their title and gender, and their date of birth.

Commercial Data

By adding commercial data to your customer database you can build a more accurate and comprehensive picture of your customers and prospects. The additional business information will enable you to profile your contact database and identify new prospects. This will help you improve your targeting in your sales and marketing campaigns. When a business database is used within an addressing product it allows you to:

- Capture a full and accurate business address
- Enhance database analysis and profiling with business information
- Improve automatic matching rates where there is a high incidence of business addresses
- Improve the accuracy and quality of your business database.
- Add the telephone and fax numbers of an organisation to an address record
- Access SIC (Standard Industry Classification) codes and company turnover information
- Access to business location unique reference numbers (e.g. BURN)
- Reduce fraud by verifying businesses and places against the organisational names and addresses on a commercial database

Experian National Business Database

The National Business Database (NBD) supplied by Experian and Thomson consists of over 4.1 million trading organisations, ranging from small businesses and shops through to blue-chip corporations and local government agencies. The National Business Database is one of the most comprehensive business data sources in the UK. The database is designed to work alongside the standard PAF data or to be used independently as a stand-alone database. The business information available from National Business Database includes:

- Full address and postcode
- Telephone and fax numbers for each business
- Standard Industrial Classification (SIC) codes and Yellow Pages/Thomson classifications
- Business location unique reference number
- Details of company size by turnover
- Head office and ownerships flags

DBS Business Database

The DBS Business database supplied by DBS Data marketing consists of more than 1.9 million trading organisations. The data is from actively tele-researched Companies House and site based records resulting in a high level of selectivity and universal coverage of several million decision makers in the UK. The information provided by the database includes the contact name and address, SIC code and description, telephone and fax numbers. The database can be used alongside the standard PAF file or used independently as a stand-alone database.

Lifestyle and Geodemographic Profiling Data

Mosaic UK

Mosaic UK is Experian's market-leading consumer segmentation product and classification system that covers the whole of the UK. Experian's Mosaic lifestyle and geodemographic profiling data can be used for customer data analysis and planning future marketing campaigns. Mosaic UK classifies the 24 million households in the UK into 11 groups, 61 types and 243 segments and is unique in being a dual household and postcode classification. Mosaic UK is updated each year.

Geographical Data

Geographic coordinates when combined with addresses can be a powerful tool for logistics planning and marketing cluster analysis. When an address is linked to a grid-reference point the exact location can be shown visually on a map, helping organisations to locate a desired destination with pinpoint accuracy. This can be extremely useful to government organisations or utilities companies in logistics rationalisation for pinpointing the location of a faulty water mains or a gas leak, and for high street retailers in showing the whereabouts of a store or outlet to enquirers.

Available data sets include:

- Ordnance Survey ADDRESS-POINT®
- Ordnance Survey Code-Point®
- Royal Mail Postzon
- Grid Reference data (100m or 10m detail)
- Latitude and Longitude coordinates
- Local Government data

N.B. Please also see Public Sector Data section.

ADDRESS-POINT®

ADDRESS-POINT® is a data set that uniquely defines and locates residential, business and public postal addresses in Great Britain. It is created by matching information from Ordnance Survey digital map databases with more than 28 million addresses recorded in the Royal Mail® Postcode Address File (PAF®). Each address has a unique Ordnance Survey ADDRESS-POINT reference (OSAPR). Further, ADDRESS-POINT® carries a status flag to define the quality and accuracy of each address as well as indicators for change and source currency. It is a powerful planning and marketing tool that can be used for the identification and precise location of postal addresses.

Postzon

Postzon data from Royal Mail allows you to link geographic and administrative data from government bodies such as local authorities and the NHS for all known postcodes in the UK. You can use it to help plan routes, calculate distances between postcodes, allocate sales force areas, distribute resources or locate facilities. Postzon helps you fine-tune your targeting by linking Postcode and address information with UK geographical and administrative data. For each UK Postcode you can access information on:

- Grid Reference data (100m or 10m detail)
- NHS Health Authority codes
- Local Authority Ward information

Public Sector - Healthcare, Education and Political Data

Public Sector codes can help organisations improve logistics planning and enhance administrative efficiency. It can be used to help plan delivery routes, map service areas and distribute resources or locate facilities. For example, a healthcare establishment can associate a Primary Trust to a patient address record, enabling them to establish how fees should be paid and by which authority.

The data is supplied by a number of sources including Royal Mail, the Office for National Statistics (ONS) and the National Health Service (NHS) Executive. The data sets available include, for example:

- Local Authority Ward codes
- Local Education Authority codes
- Parliamentary Constituency and MP Name
- European Constituency and MEP Name
- District Health Authority codes
- Primary Care Trust codes

ONS Postcode Directory (ONSPD)

The ONS Postcode Directory (ONSPD) is a data set provided by the Office of National Statistics. It lists all unit postcodes in the UK and assigns them to a range of administrative, health, electoral and other geographies. It also provides postcode grid references and latitude and longitude coordinates.

Four sub data sets are available, including the Healthcare, Political, Education and Grid Reference directories.

Healthcare Postcode Directory (HPD)

The Healthcare Postcode Directory (HPD) is a sub data set from the ONS Postcode Directory. The information provided includes:

- District Health Authority (DHA) Name and Code
- Primary Care Trust (PCT) Name and Code

Political Postcode Directory (PPD)

The information contained within the Political Postcode Directory includes:

- Constituency Name and Code
- MP Name and Party
- Ward Name and Code
- Ward District and County
- UK Country Name and Code

Education Postcode Directory (EPD)

The information contained within the Education Postcode Directory includes:

- Local Education Authority (LEA) Code
- Local Education Authority (LEA) Name

Grid Reference Postcode Directory (GRPD)

The information contained within the Grid Reference Postcode Directory includes:

- Grid Easting and Grid Northing references
- Grid Quality
- Latitude and Longitude coordinates

N.B. Please also see Geographical Data section.

UK and International Address Data

Postcode Address File (PAF[®])

Royal Mail's Postcode Address File (PAF[®]) is the most up-to-date and complete address database in the UK, containing over 28 million addresses. PAF[®] is an invaluable tool for online address verification, cleansing and maintaining mailing lists and databases, as well as reducing the number of returned or undelivered items. It can help organisations:

- Improve sales and marketing through better targeting
- Provide a more effective and responsive customer service through quick and accurate identification or validation of an enquirer's address
- Enhance marketing communications and brand image through accurate addressing
- Reduce costs, duplicates, waste and undeliverables through more accurate and efficient mailings
- Verify and validate address information on websites and all points of contact

The PAF data gives you access to details of all of the Address, Address Elements (e.g. building, locality, organisation), Address DB Codes (e.g. address and organisation keys, barcode), Alias (e.g. administrative and traditional county names and numbers), and Country fields information.

Pointer®

The Pointer® database is the most complete authoritative database of all Northern Ireland addresses. It is a standardised database which holds address information for every property in Northern Ireland. It provides the option to return additional fields such as accurate grid coordinates, Townland names, business classifications and unique property reference numbers as well as other useful property profiling information.

Pointer® was created collectively by the Ordnance Survey of Northern Ireland, Royal Mail and the Valuation & Lands Agency. In the database, each property has a unique reference number and geo-spatial coordinates. Pointer® provides infrastructural support to private and public sector organisations alike. It contains detailed address information such as building numbers and names, postcodes, secondary thoroughfare and locality information where available, post town, building status, organisation and department name, sub-occupancy details, unique geo-codes, unique property reference numbers (UPRN), business names, delivery point status and derived business use information, and business classification information.

Mailsort® and Walksort® Data

Mailsort® and Walksort® are bulk mailing discount schemes which allow organisations to receive discounts if the mailings are presorted and organised into specific groups, all with the correct addresses. By using computer software to sort the mail as it is being produced, it saves Royal Mail time, enabling them to offer businesses discounts for the time saved. Typically, sorting your own mail and making sure at least 90% of the addresses have the correct postcode, can save you up to 30%. The Mailsort® database is the key to sorting your mailings. It contains the entire list of Postcode details, grouped into the following selections:

- final, or local, delivery office (Direct selections)
- selections for machine sorting (Mailsort 700 Direct selections)
- sorting offices or Mail centres, based on Postcode areas (Residue selections)

Both Walksort® and Mailsort® are bulk mailing discount schemes but with Walksort® you have to perform a greater level of sorting to qualify for its discounts. As the name suggests, if you hand in your mail consignment sorted right down to the level of individual UK postal walk, Royal Mail recognises this greater level of preparation through higher discounts. The Walksort® database contains similar information to the Mailsort®. The Walksort® database contains records for every postcode, each of which will have an eight digit Walksort Code, made up by the five digit Mailsort® Direct selection code and a three digit Walk Identifier. Each Direct selection represents a Delivery Office, and each Walk Identifier denotes a specific postal walk within that office's coverage area.

International Address Data

In addition to the Royal Mail's Postcode Address File for the UK and Pointer® for Northern Ireland, Capscan also offer address datasets for 240 countries or territories worldwide. The data available is unrivalled in terms of quality and level of detail, with information of up to locality (city) level available for all 240 territories, and street level information available for more than 40 countries.

The data available for each country or postal territory is graded in terms of coverage and quality. For an 'A+' country this means address information of up to locality (city) level is available for more than 98% of the country whilst for 'A' level the coverage is only available for major parts of the country, and for a 'B' graded country the information available is up to street and postal code level (where used).

Through Capscan's unique links with local data providers, extended data files that surpass local postal authority files are also available to customers. Take Italy for example: Post Italiana's basic

file only provides street names for 28 major towns in Italy, whereas Capscan's extended data file offers additional street names for the smaller towns and provincial areas, bringing the coverage of street names up to 97%.

	Address Data Detail
Category A+ Countries	20 countries with Full Country Coverage, Street, Locality (City), Country and Postal Code (where used) level support. Countries include Japan, Canada, USA, Australia, Brazil, Belgium, Finland, France, Germany, Netherlands etc.
Category A Countries	41 countries with Street, Locality (City), Country and Postal Code (where used) support. Countries include Uruguay, Venezuela, India, Turkey, Denmark, Norway, Spain etc
Category B Countries	158 countries with Locality (City), Country and Postal Code (where used) level support. Countries include Bangladesh, Cambodia, China, Thailand, Vietnam, Israel, Albania, Bulgaria etc.
Category C Countries	21 countries with parsing and standardization level support. Countries or territories include Cayman Island, Montserrat, Virgin Islands, Macau, Saint Helena, Western Sahara, Bermuda, Brunei Darussalam etc.
Extended Tables & Names Data	19 countries with enhanced data and extended tables including Austria, Germany, France, Italy, Spain etc. 3 countries with extended Names data including Australia, Ireland and the UK.

Data sets for enhancing international addresses are also available from Capscan. These include business, consumer names and customer profiling data and geo-codes (Longitude and Latitude co-ordinates), which is available for most European nations.