

dataACE is a quick and easy to use one-stop shop for cleaning, suppressing and appending data.

It takes 5 simple steps to produce a free report showing your results, which you can choose to collect.



Cleaning, suppressing and appending data

dataACE

The DMA estimate that approximately £100 million is wasted every year by companies mailing individuals who have moved. With response rates falling, it is imperative that marketing campaigns are hitting as many customers as possible, and that precious marketing budget is not wasted on incorrectly addressed items.

Your customer data is one of your most valuable assets so you need to ensure that you are making the most of it. With 3 million people moving house and 58,000 bereaved households each year, plus 70,000 phone numbers being added to TPS each month, staying on top of your data is a full time job.

Now with dataACE you have access online 24/7 to all the leading industry suppression files such as GAS, NCOA, Mortascreen and the Bereavement Register.

dataACE is a one-stop shop for cleaning, suppressing and appending data. You can run a customer file through dataACE in order to audit your data before you decide whether to go ahead and purchase the results. And its quick, a 100,000 file can run through in a matter of minutes.

dataACE can also be used to code up records with CACI's proprietary classification tools such as ACORN, Financial ACORN and PeopleUK.

dataACE is easy for non technical users too, involving just 5 simple steps from selecting the services you require, importing your records, selecting job options and output specification to running the data. You will then be sent a report showing results, which you can choose whether to collect.

Files available through dataACE

Gone Away Suppression Files

- NCOA (National Change of Address)
- GAS (Goneaway and Suppression File)
- USS (Universal Suppression File)
- NSF (National Suppression File)
- reConnect
- MPS (Mailing Preference Service)
- TPS (Telephone Preference Service)
- CTPS (Corporate Telephone Preference Service)
- FPS (Fax Preference Service)

Bereavement Files

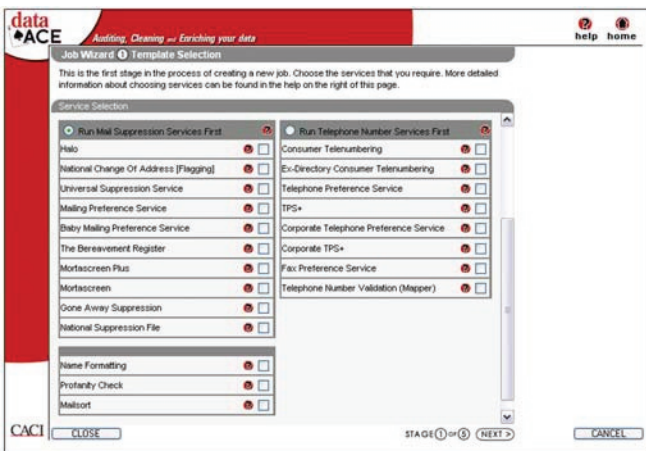
- The Bereavement Register
- Mortascreen
- Halo

Cleaning and Formatting

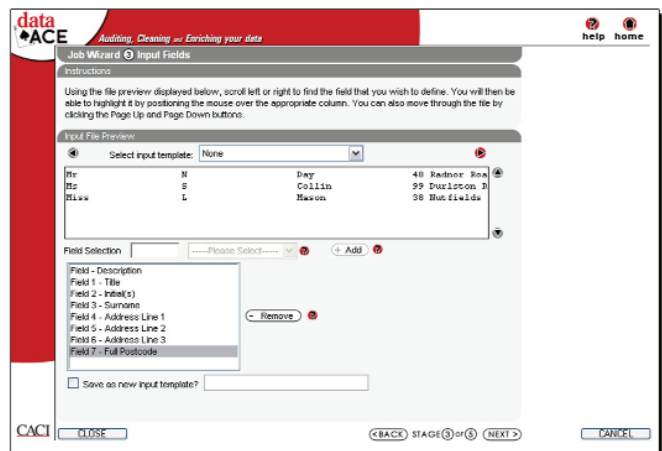
- Address cleaning against PAF
- Deduplication
- Name Formatting
- Mailsort

Data Appending

- Telephone Numbers
- ACORN
- Financial ACORN



It's easy to select from the full range of services, to help you maintain the accuracy of your data.



It's easy to use - making even loading and specifying your data file a simple process.

To find out more about CACI's dataACE either test the service now by logging onto www.data-ace.info, call 020 7602 6000, or email dataACE@caci.co.uk.