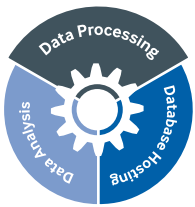


Data Processing

Delivering cleaner, more profitable data – quickly

Successful marketing campaigns are built on clean, accurate data. It's what you need if you want to reach the right people with the right messages – and avoid the waste and brand damage that result from sending unnecessary or unwanted marketing. **meta-morphix** data processing delivers an exceptional level of data cleanliness for results-driven campaigns.



The dangers of unprocessed data

Because marketing campaigns have different objectives and require different datasets, the quality of your data and the demands you make on it are constantly changing. Consumer data is rarely captured in a standardised way, so it's all too easy to end up with duplicate and inaccurate records. Even accurate data degrades as people move house, die or choose to opt-out of marketing communications. Without processing, 6-10% of your consumer database will become inaccurate within a year.

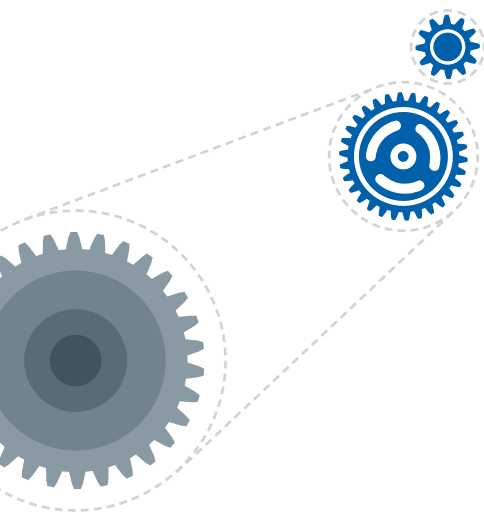
The meta-morphix approach to data processing

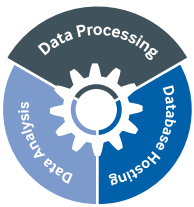
At meta-morphix, our powerful system for data processing has been refined to meet clients' needs, accurately handling many millions of consumer records. Called Terra-Pro, it delivers uncompromising accuracy, security and customer insight, whether it's applied to cold lists or your own databases.

Terra-Pro – processing your data in 3 high-performing stages

Terra-Pro processes and cleans your data in three fast and highly-accurate stages, helping you to maximise your ROI and keep brand damage to a minimum.

1. **terra-form** – retaining the highest number of usable records. Your input data is reformatted and standardised, allowing us to remove poor quality or unusable records such as those containing obscenities, foreign words, temporary addresses or PO Boxes.
2. **terra-match** – the key stage of data processing. Your data is matched against the Royal Mail's Postcode Address File (PAF) and reformatted to Royal Mail standards. The records are then de-duplicated and matched against additional Royal Mail data to establish the new addresses of people who have moved. Finally, the dataset is screened for gone aways and deceased people and matched to mailing preference files – keeping wasted mailings and customer complaints to a minimum. You can also enhance or suppress data against a full range of commercially available files.
3. **terra-stream** – delivering your bespoke data. The system creates a clean and enhanced data asset, created to your exact requirements and delivered direct to you.





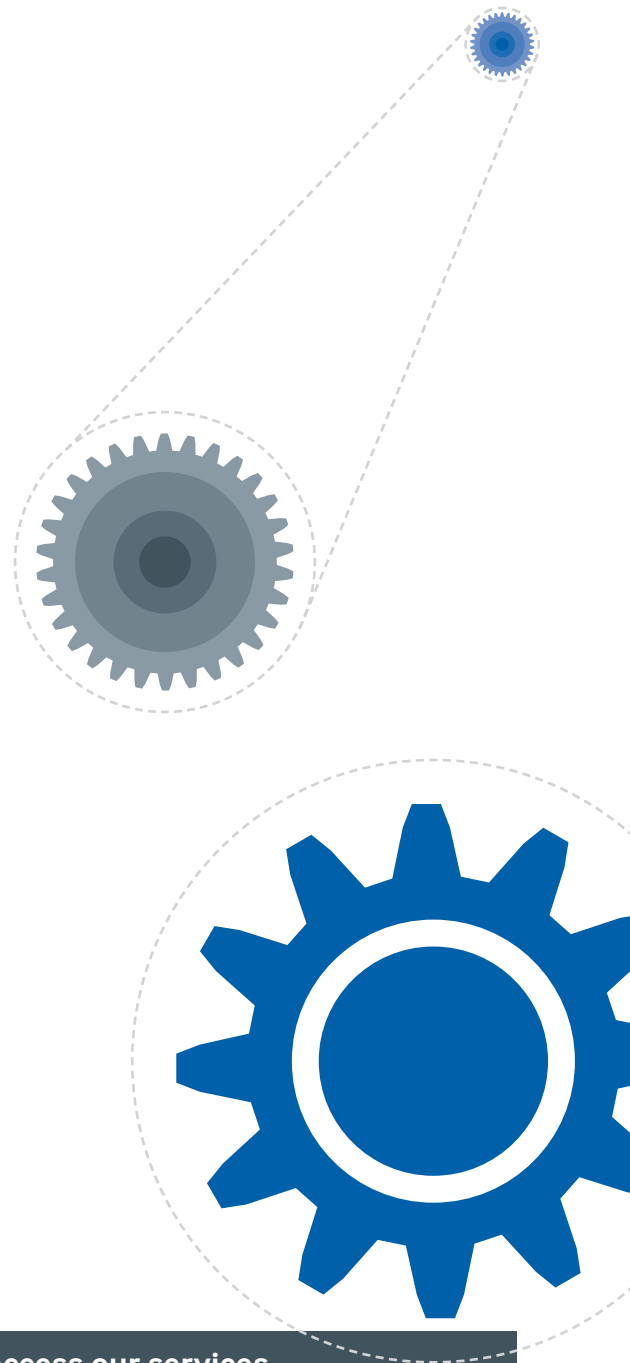
The Terra-Pro difference

Terra-Pro is the industry-leading data processing service. With unrivalled speed and accuracy, it is continually improved and upgraded at no extra cost to you – and it can handle campaigns of any volume, complexity or frequency. Full reporting is provided at every stage and you can tailor your data processing to your exact needs, ensuring you get the best return and least wastage every time you run a campaign.

B.I.O. – 3 ways to use Terra-Pro data processing

There are three ways you can access the exceptional power of Terra-Pro data processing. Choose the option that best meets your requirements, or mix-and-match as needed. Our team is on hand to offer any advice you need.

1. **Bureau.** Benefit from a free data audit and enjoy impartial, expert advice on the best data processing solutions for your campaign. Every aspect of your data processing will be handled by our highly-skilled production team.
2. **Inline™.** Fully customised, automated data processing delivered by FTP, 24 hours a day, 365 days a year. Once we've set up your bespoke job template you enjoy stress-free, super-fast results.
3. **Online.** Perfect for when you have a smaller job needing a fast turnaround. You can log-in from anywhere, have complete control over how your data is processed and will get results in a matter of minutes. New functionality, products and services are added to the online platform all the time.



How to access our services

If you would like to learn more about our Bureau or Inline™ services, simply call our team on 020 7089 6400. You can set up an Online account right now and run free data audits at www.m-monline.com.

