



# The Business Suppression File (BSF) – Tackling business data decay

BSF is the most effective way of removing obsolete businesses and employees from your B2B mailings.

## Why use BSF?

- Despite the B2B DM market being only 6% of the size of its B2C counterpart, it is responsible for 20% of the direct mail sent in the UK
- 67% of the 1 billion items of mail sent to business addresses in the UK contains one or more errors
- Business data decays at more three times that of consumer data
- 86% of poorly targeted business mail is thrown away before being read
- Postal returns DO NOT represent 'actual' goneaways – only 30% are actual gone aways

Matching your database against BSF will enable you to remove companies and employees that cannot or will not respond - making your marketing communications more targeted, thus improving response, increasing ROI and protecting your brand. The information on BSF is updated every quarter and has been shown as 98.8% by an independent audit.

## What can BSF do for you?

- Increase your campaign response rates
- Improve targeting and ROI
- Save valuable marketing budget on wasted postage and printing
- Limit corporate brand damage created by irresponsible data practices
- Improve corporate responsibility by minimising production and wastage
- Improve the environmental reputation of your company and the DM industry
- Save time and money addressing complaints and mail returns
- Provide Data Protection Act compliance for your company

## Choose BSF for data quality

BSF contains only verified information (no assumed data or postal returns) and is designed to encourage **accuracy** of matches against your data, to avoid over-suppression.

BSF's **unique** combination of sources is from leading industry databases, including:

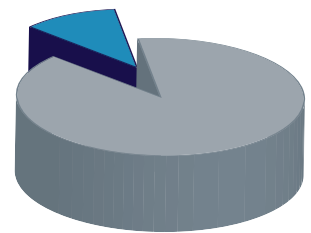
- D&B
- Thomson
- Companies House.
- Experian
- Yell

It also includes REaD UK's leading suppression files:

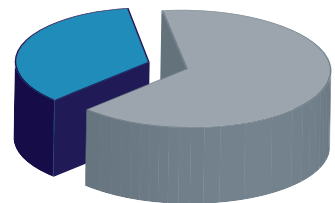
- The Gone Away Suppression File (GAS)
- The Bereavement Register (TBR)

The collective data is cross referenced and further verified against 'live marketable data' to create a file of over **7.1 million** records. It includes records dating back 10 years, enabling inactivity to be flagged and company name and address changes to be tracked – keeping you in touch with long term customers

Annual decay rate  
of B2C data - 11%



Annual decay rate  
of B2B data - 35%





## What exactly can BSF tell me about my data?

### GAS FILE WASTAGE AND SAVINGS ANALYSIS

OB – out of business	Details of companies that are no longer trading
RL – re-locate	Company address changes
RN – re-name	Changes to company name
UM – un-marketable	Registered address information plus dormant/inactive companies
IM – individual move	Senior executive level employee changes
SR – SoHo re-locate	Businesses that have moved from a residential address
ID – individual deceased	Deceased individuals at a work address

**BSF contains no assumed data, no postal returns and no profiled information – all of the above flags come from verified sources.**

### BSF pricing

Bureau Service: 30p per match - one-off clean with no flags  
60p per match - one-off clean with suppression flags

Annual Licence: Renewable annual licences available. These offer discounted rates for use of the file over a 12 month period and are calculated individually for each client. Costs are calculated on mailing volumes and average match rates to BSF. Annual licences allow unlimited frequency of use and the provision of full descriptive suppression flags. File updates are supplied quarterly.

### Saving example

	BEFORE DATA CLEANING	AFTER DATA CLEANING
Number of records in mailing file	1,000,000	650,000
Pack cost	50p	50p
Responses	30,000	30,000
Response rate	3%	4.6%
Cost per response	£16.66	£10.83
Mailing Cost	£500,000	£325,000
Cleaning Cost	£0	£60,000
Total	£500,000	£385,000
<b>Saving</b>		<b>£115,000</b>

### Free Data Audit

We can help you identify the scale of errors within your B2B database, with our FREE no obligation health check.

Contact Marcus Oxlade, Business Development Manager for more information on 01732 451100 or [marcus.oxlade@read-uk.com](mailto:marcus.oxlade@read-uk.com)

**BSF – accurate, uncomplicated, effective – make it part of your marketing routine**

*All information is correct of February 2010 and is subject to change without notice.*