



The Gone Away Suppression (GAS) File

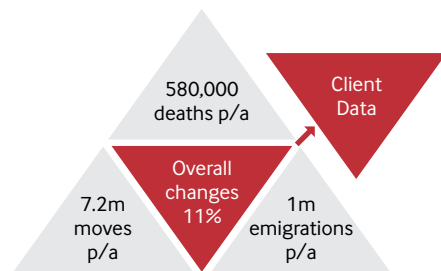
- Non-assumed home mover data

Addressing the problem of mailing customers who have moved house.

Why use the GAS File?

The GAS File was established in 1992 to address the problem of mailing people who have **genuinely** moved house. It is the **most accurate, up-to-date and widely used solution** for identifying **non-assumed, validated** gone-aways and is responsible for cleaning over half of all direct mail in the UK.

The information on the GAS File is updated on a daily basis with new gone-away records only being added when they have been fully validated according to our strict criteria thus ensuring accuracy.



In other words, it's what we keep out that counts!

What can the GAS File do for you?

- Direct Marketing campaign performance is based on response rate against volume – removing gone-aways from your mailing files will **maximize response rates and ROI**
- Increase your efficiency and corporate responsibility by not mailing people who aren't there – **saving you money**
- **Limit corporate brand damage** created by irresponsible data practices
- **Help stop identity fraud**, which substantially increases the risk of bad debt
- **Improve the environmental reputation** of your company and the DM industry
- Provide **Data Protection Act compliance** for your company
- **Enhance your data** by attaching flags – the first step towards re-establishing contact with your customers, using REaD UK's product, GAS Reactive
- **Avoid over-suppressing** your database - each record on the GAS File goes through a unique validation process that captures and tracks movers on an individual basis.

What makes the GAS File unique?

Non-assumed, validated data sources

- 35 million records - of home owners, split household moves and long/short term renters
- Updated daily with 450,000 – 650,000 new records added each month
- 90% of all UK home movers are added to the GAS File within 12 months
- Capability to clean databases containing records of up to 8 years old
- Made up of individuals at addresses they are validated as moving from ensuring accuracy.

We receive a large number of consented datasets from organisations that have been notified when someone moves in or moves out of a property. This includes government information (e.g. from local authorities) and information from blue chip organisations that have a transactional relationships with their customers.

Through stringent analysis of the datasets we receive from our partners we can validate when a move in and/or move out has actually taken place.



THE FACTS

- Misaddressed and discarded direct mail costs UK businesses an estimated £50 million a year
- Every year 7.2 million people move home in the UK – nearly 20,000 per day
- 56% of consumers are annoyed when they receive mail for previous occupants
- Postal returns DO NOT represent 'actual' gone-aways – only 30% have actually gone-away.

For more information about the GAS File, pricing, a FREE data audit or any other products within REaD UK's portfolio, please contact the Business Development team on 01732 460000 or sales@read-uk.com

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