



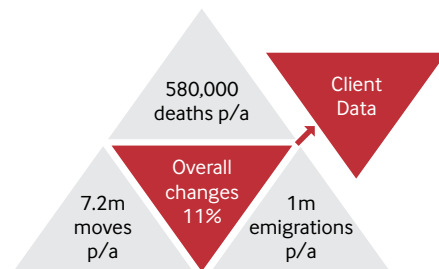
suppressiononline.com - The easy way to clean up your data

A fast, simple and cost effective way for SME's and start-up companies to clean consumer mailing lists and increase returns.

Why use suppressiononline.com?

suppressiononline.com has been designed for smaller companies to use as a fast, simple and cost effective tool for maintaining mailing lists and increasing returns, a process as vital for mailing a few hundred, as it is for large companies mailing many millions. This online service provides an inexpensive way of cleaning smaller files, because there is no license fee or processing costs.

Companies simply upload their data files to receive a FREE Data Audit identifying the number of records processed and matched against market leading deceased and gone-away suppression files, record duplications and incorrect address formatting. Companies can then select which services they wish to purchase based on the results, with no minimum fee or set-up charge – costs are based purely on the number of matches making suppressiononline.com accessible to everyone.



What can suppressiononline.com do for you?

- **Increase** your campaign **targeting and response rates**
- By removing records that cannot or will not respond, your **ROI will increase**
- **Save valuable budget** wasted on unnecessary postage and printing
- **Limit corporate brand damage** created by irresponsible database and mailing practices
- **Improve the environmental reputation** of your company by minimising wastage
- Provide **Data Protection Act compliance** for your company
- Help **stop identity fraud**, which substantially increases the risk of bad debt.

Choose suppressiononline.com for market leading suppression files

The data is screened for matches against the following:

The Gone Away Suppression (GAS) File

The industry's most accurate, up-to-date and widely used gone-away file

The Bereavement Register (TBR)

The market leading file for removing records of the deceased

Xpression

The Direct Marketing Association's suppression file

Postal Address File (PAF)

The Royal Mail file that validates and check the accuracy of addresses

Mailing Preference Service (MPS)

Individuals who have registered not to receive unsolicited direct mail

De-duplications

Advanced automated software identifies duplications at both name and address level



What makes www.suppressiononline.com unique?

- Screens your database against over 50.8 million records
- No minimum fee or set-up charges
- You only pay per match against your database*
- FREE online data audit
- Match against multiple market leading suppression files in one easy-to-use service
- Opens up the benefits of suppression and address enhancement services to SME's and start-up Companies.

* Per 1,000 records processed for PAF and De-duplication

Free data audit

suppressiononline.com can help you identify and correct errors within your consumer database, with a FREE no obligation health check – just visit the website or contact us to find out more.

Business Development Team - 01732 460000 and sales@read-uk.co.uk

All information is correct of September 2009 and is subject to change without notice.

THE FACTS

- Every year 1.5 million households move home in the UK – over 4,000 per day
- Postal return files do not solve the gone-away problem – only 30% of incorrectly addressed mail is returned
- Consumer data decays at a rate of 11% every year
- Misaddressed and discarded direct mail costs UK business an estimated £50 million per year
- 56% of consumers are annoyed when they receive mail for previous occupants.

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