

EQUIFAX[®]

Consumer Information Solutions

Equifax disConnect

INFORM › ENRICH › EMPOWER



Market leading suppression for marketing that means business

There are two approaches to direct marketing, one that gives the industry and your organisation a bad name, and another that works harder, delivers greater campaign efficiency, and protects both your brand and the environment. Equifax disConnect is the suppression file that empowers best practice and drives campaign success.

Equifax disConnect, an extensive goneaway suppression file, and potentially the only one you need, has become a market leader in just a few short years. Available direct from Equifax or via resellers, disConnect offers more than 40 million records covering over ten years of movers, and combines three key suppressions: goneaways, deceased and do not mail. The file is updated daily and supplied monthly to ensure accurate and recent suppressions for every campaign you run.

On average, up to 14% of the UK population moves house every year – this can lead to a similar reduction in campaign efficiency. Equifax disConnect enables you to remove in excess of 85% of this wastage, ensuring you deliver exceptional campaign results. To further boost your campaign performance, the disConnect file also includes a flag to highlight where a new address is available through our proprietary reConnect file – adding even greater opportunity for improved response.

Screening your databases and mailing files for goneaways, deceased and do not mail/opted out individuals is crucial to your campaign's success. With the British direct marketing industry wasting over £150 million each year by sending mail to people who cannot or will not respond, a key aim for the marketing industry must be to reduce this volume of wastage.



Equifax disConnect key benefits

- Improves campaign economics – by removing non-responsive records from your campaign list.
- Protects your brand reputation – with 500,000 new suppressions and updates added each month.
- Meet best practice guidelines to reduce wastage and environmental damage.
- Packages tailored to your needs and campaign frequency.
- Meets the direct marketing industry's call for increased and improved suppressions – with match rates up to twice that of other suppression files.

Equifax disConnect key features

- Updated daily, supplied monthly.
- In excess of 40 million validated records covering over ten years' history.
- Available on a royalty or annual licence basis.
- One off suppression and permanent flag options available.
- Available with forwarding address indicators.

Maximise your campaign efficiency with Equifax disConnect

Call us on 0845 603 9960 or email: marketing.solutions@equifax.com

Improved campaign economics – not a reduced mailing, example

	No suppression	With disConnect
Initial data volumes	1,000,000	1,000,000
Goneaways suppressed (%)	0 (0%)	150,000 (15%)
Suppressions costs	£0	£30,000
Effective mailing volumes	1,000,000	850,000
Campaign costs (£0.60 ea)	£600,000	£510,000
Total campaign cost	£600,000	£540,000

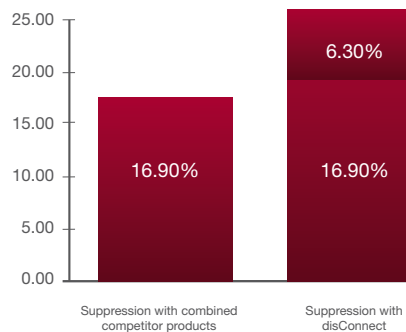
Goneaways suppressed (%)	150,000 (15%)	0 (0%)
Campaign response (%)	10,625 (1.06%)	10,625 (1.25%)
Cost per new customer	£56.47	£50.82

In this example, the use of disConnect reduces mailing wastage significantly, resulting in a campaign saving of £60,000 and a reduced cost per new customer of 10.0%. And, as disConnect is continually refreshed, savings of this nature can be achieved on every campaign.

Equifax disConnect – outperforming the competition

Because disConnect utilises our vast databases of up-to-date and accurate proprietary data, it is able to deliver higher numbers of validated suppressions – representing both increased accuracy and greater coverage compared to other products available in the market. These claims are substantiated by independent tests completed by third parties as follows.

We asked a leading UK data bureau to substantiate our claims that disConnect delivers a higher number of verified suppressions, representing greater campaign efficiency, compared to competitive products. This is what they found: combined competitor suppression files delivered 16.9% goneaways. Equifax disConnect suppressed 23.2% of the original file – completely matching the competitor goneaway list and providing an incremental 6.3%.



Be kind to your budget, the environment and consumers

As a leading UK Credit Reference Agency and a member of the Direct Marketing Association, Equifax is committed to upholding standards and promoting best practice.

With almost 75% of all UK companies using some form of direct marketing, and 2% of household waste attributed to direct mail,* it is essential that efforts focus on ensuring the industry benefits from market leading solutions, such as disConnect. Direct mail is the most responsive advertising medium with 60% of consumers responding to it,** yet the direct marketing industry is under increasing pressure from government and the Information Commissioners Office to protect, and use responsibly, the data held on consumers. Equifax disConnect helps organisations improve their performance in this respect.

Using suppression effectively will help you to protect the reputation of the direct marketing industry, improve your ROI and help present a more favourable environmental image to the outside world.

SOURCE: *Direct Marketing Association,
** DMIS: Consumer Advertising Trends 2004



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