



Address Validation And Cleansing Saves \$800,000

A publishing house successfully implemented a data quality solution to validate and cleanse client address data to improve their marketing campaign efforts. Reducing the amount of wasted resources has led to savings of more than \$800,000 and a 12% increase in orders.



12%

Increase in orders



15%

Data volume reduced by



Improved efficacy of marketing campaigns

Save \$800,000



Due to the overall poor quality of their customer data, a subsidiary of an international publishing house could not effectively execute their direct mail marketing campaigns to their required potential. Some marketing packages sent via mail went undelivered, while others were delivered more than once to a single address. As the list of issues continued to grow, the company was wasting time, money, and resources.

Direct Costs And Indirect Damages

The company communicates with its clients by phone, email, and direct mail. However, customer contacts had been stored in different systems and often appeared more than once. Additionally, only 30% of addresses were in the

CHALLENGES

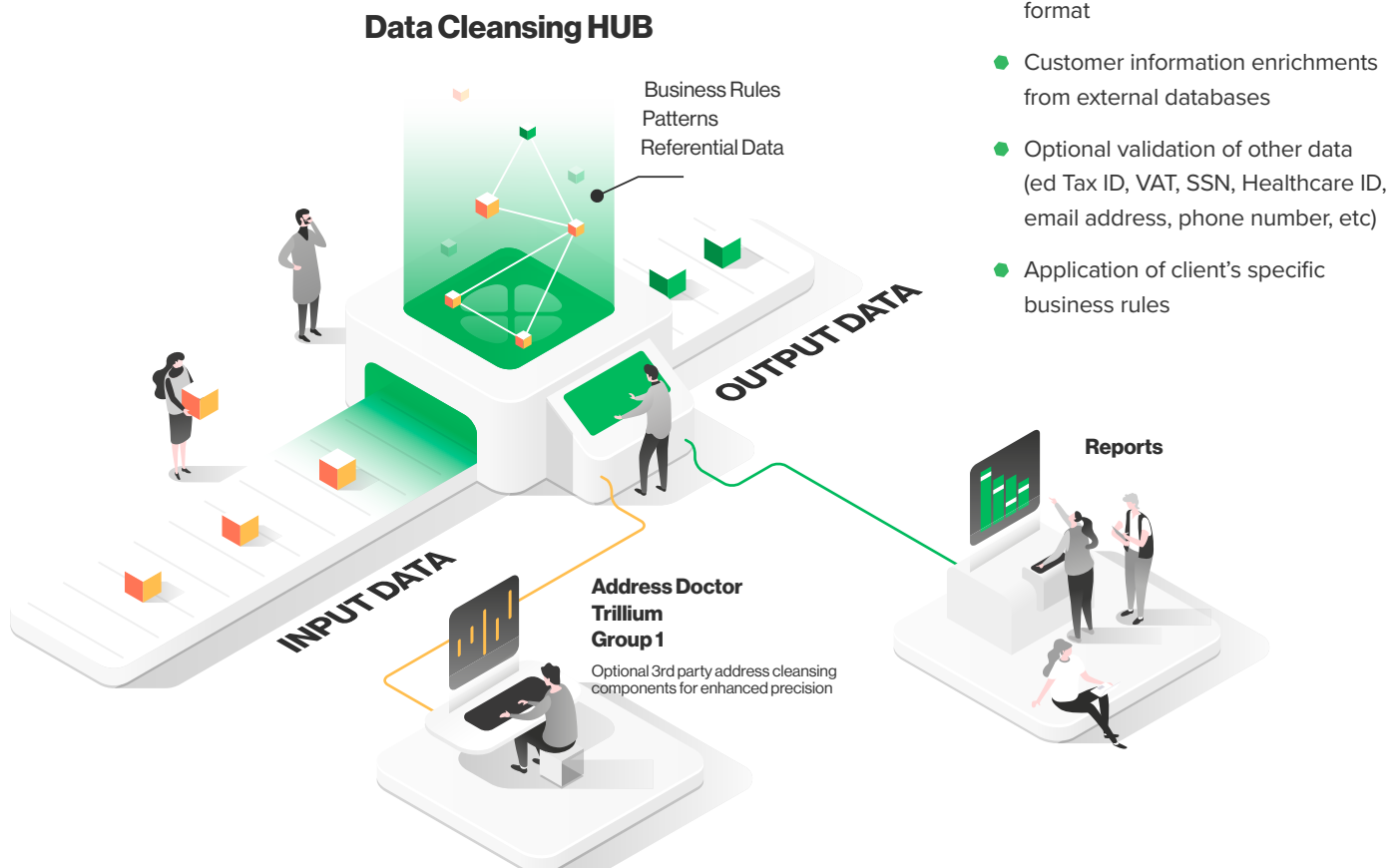
- Improved effectiveness of marketing campaign—a 12% increase in orders
- Savings of \$800,000
- All data validated and corrected with a CloverDX AddressDoctor solution
- All duplicate and multiple entries were automatically removed, reducing data volume by 15%
- Continuous monitoring of the data quality through overall data accuracy scoring
- Delivered packages, emails, and phone calls
- Improved efficacy of marketing campaigns leading to new opportunities

acceptable format. Because of inconsistent and duplicate data records, marketing materials were not being delivered, and some customers could not be reached by phone. Furthermore, multiple marketing packages were sometimes sent to the same address, or the same person received marketing materials at different addresses. On top of the direct costs incurred due to these data errors, the company was also experiencing indirect damages such as loss of credibility and missed opportunities.

Data Quality Strategy With CloverDX

The data quality strategy we developed would solve their main issues—undelivered packages and emails, failure to reach clients by phone, duplicate mail deliveries, and the difficulty identifying members of a household or employees of a department or company. We delivered a solution that validated and corrected all the data. 54% of the addresses were automatically corrected, and all duplicate and multiple entries were automatically removed, reducing data volume by 15%. Our solution checked all the mailing address, rectified the incorrect ones, verified other customer data like emails and phone numbers, found duplicate entries in the customer database, and provided customer information enrichments from external databases. Furthermore, the solution provides continuous monitoring of the data quality through overall data accuracy scoring.

Data Cleansing With CloverDX



CHALLENGES

- Undelivered packages and emails
- Failure to reach some clients by phone
- Duplicate mail deliveries
- Impossible to use householding techniques to identify members of a household or employees of a department or company
- Only 30% of addresses were in an acceptable format
- Mistakes due to poor data quality were damaging company credibility

DELIVERY

- Data audit detected hidden problems and duplicate records
- Lookup and report of same or similar records (fuzzy matching)
- Data standardization to the same format
- Customer information enrichments from external databases
- Optional validation of other data (ed Tax ID, VAT, SSN, Healthcare ID, email address, phone number, etc)
- Application of client's specific business rules