

Data Enrichment

Creating the optimum database

Collecting lots of data is a good thing – but unless it's comprehensive, structured and up to date (be honest!), it won't let you do what you want to do, either in terms of marketing activity or strategic analysis. Wood for Trees provides a wide range of data processing, hygiene and enhancement services that ensure our clients can trust their data – and put it to work for them.

Data processing services

Many of the projects we're involved in require us to undertake data processing, and we have established approaches that mean we can do this quickly, effectively and to the highest security standards. We generally take a copy of relevant client databases for analysis, to be held securely on our own servers; in certain circumstances we can also work with client databases remotely. Our team has accumulated decades of experience in working with databases of many different configurations, both within and outside the not-for-profit sector.

Wood for Trees provides data services of various types including:

- Data processing
- Data hygiene
- Data enhancement

continued >>>



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Data hygiene

Data hygiene services have always been central to Wood for Trees. Whether hygiene is performed as part of continuous scheduled housekeeping, or as a prelude to more advanced data operations such as merging databases into a common format to provide a single supporter view, we apply the highest quality standards.

Data cleansing will be configured to suit the specific requirements of a project but usually involves stages after receipt of data as outlined, right. ►

- **PAF validation:** Wood for Trees runs all records against the latest PAF
- **Exclusions:** includes PAF fails, foreign addresses (if reqd.), partial names etc
- **Initial deduplication:** run at any level, as agreed with client
- **New address trace:** source new addresses for goneaways, where possible
- **Subsequent deduplication:** catches remaining dupes, again as agreed
- **Suppressions:** Industry standard for deceased and goneaways, including for deceased: Mortascreen, Bereavement Register, Disconnect Deceased, National Deceased Register; for goneaway: GAS, NCOA, Disconnect Goneaway

Data enhancement

If your data is incomplete, inconsistent or simply holding you back from achieving your aims, Wood for Trees provides a range of enhancement services. Data appending can add considerable value to a database. A number of options are available, including teleappending, email address, gender, date of birth. We can go further by using geodemographic profiling through SONAR to deliver consumer lifestyle profiles via leading suppliers such as Acxiom, Transactis and Consumersketch.



List broking

Wood for Trees partners with tried and tested specialist suppliers to provide expert list broking services, helping our clients to build and enhance their prospect databases. Contact us for more details.



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