



News Release
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FREE DATA AUDIT HIGHLIGHTS MAJOR SHORTCOMINGS IN MARKETING DATABASES

Research carried out by Wegener DM's Business Data Solutions division has found some major failings in B2B marketing databases across a wide spectrum of industry.

The study involved databases supplied by companies taking up Wegener's ongoing free data audit service and highlights the need to regularly maintain customer and prospect data. Perhaps one of the most damning findings was that on average 19.42 per cent of the records analysed for each organisation were duplicates.

Wegener's research also revealed that 13.03 per cent of the records analysed lacked contact names, 7.96 per cent had incorrect postcodes, 21.17 per cent had blank postcodes, 2.92 per cent had gone out of business, and 1.03 per cent had moved.

Steve Cook, Wegener Business Data's Commercial Director, says: "This research highlights the importance of constantly maintaining customer and prospect databases. Many organisations are wasting a great deal of time, effort and money targeting the same individuals over and over again. Not only does this not make commercial sense, it is also extremely irritating to the recipients involved and is more conducive to losing business than winning it."

The free data audit which led to the findings is still available and can not only enable companies to highlight any data cleansing issues they might have, it can also provide them with any available enhancement opportunities, allowing profiling and customer segmentation.

To do this a sample of the records in the database are matched to Wegener's PrimeFile *plus* database of 3.5 million records, as well as to The ReaD Group's Business Suppression File, and the Royal Mail's Business Changes File.

As a result of the findings it is then possible to formulate a data cleansing, enhancement and prospecting programme suited precisely to the needs of the company concerned. This includes identification of those companies that are not on the database supplied, and the provision of net records for future prospecting.