

smartdepart

Avoid spending time and money  
on **wasted** communication



Available exclusively from  
**Wilmington**  
Millennium

# A definitive 'gone away' alert to preserve your database

**The overriding reason for a database to decay is the migration of people. On average 20,000 of the UK's population move home every day, this leads to the deterioration of an organisation's database, be it a customer or prospect list.**

**It is therefore advisable to proactively preserve data integrity by keeping the information, accurate and up-to-date.**

## How do I do this?

The only answer is to regularly cleanse your data, to compare or screen your database against a suppression file that will highlight the movement of individuals within a given database.

## What is Smartdepart?

Smartdepart is a new suppression file from Tracesmart and is available exclusively through Wilmington Millennium. It will propel your communication campaigns while fulfilling industry best practice guidelines, presenting you with an authoritative alert for customers and prospects within your database that have moved home.

### ISO27001 certification Safeguarding your data

Tracesmart has attained the globally recognised ISO27001 Information Security certification, which acknowledges its framework and procedures for data security and confidentiality are of the highest standard. To sustain this certification its employees are continually trained, and the company undertakes third party audits to ensure adherence to the stringent security management system.

## Why Smartdepart?

Smartdepart is unique in the marketplace, built from verified address movement with millions of records further substantiated by verified property sales. The file also contains verified gone away data from Tracesmart's innumerable outsourced customer verification and tracing projects performed on behalf of leading financial institutions. This file is aggregated and distinctive to Tracesmart, and alone contains over 70 million records, spanning 10 years, and it continues to grow.

This multi-tiered verification process ensures market leading accuracy and reduces the risk of flagging false gone aways, a characteristic common to many other suppression files, which can typically report inaccuracies of approximately 30%. There's no point removing data when the information can be used - it might even be a quality prospect.

**Smartdepart is updated every month, providing an up-to-date data source that can be screened against your database on a regular basis.**

### Data is screened and verified using:

- ▶ Electoral Roll changes
- ▶ Rolling Register changes
- ▶ Property ownership changes
- ▶ Gone away verifications
- ▶ New address verifications

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## Did you know?

- ▶ Approximately **20,000** people move home every day in the UK, that's over **7 million** each year
- ▶ Mail incorrectly addressed or discarded can cost UK companies an estimated **£150 million** a year
- ▶ Untold environmental issues and costs arise due to energy and **paper wastage**

## What are the **benefits** of Smartdepart?

- ▶ **Reduce** waste by eradicating gone aways
- ▶ **Mitigate** fraud
- ▶ **Eliminate** incorrectly addressed mailings
- ▶ **Target** leads correctly, improving response rates and ROI
- ▶ **Improve** customer satisfaction, increasing loyalty
- ▶ **Observe** industry requirements and best practice guidelines
- ▶ **Safeguard** the reputation of your organisation

**We provide consultation and advice - free of charge - and will work with you to deliver the optimum service and outcome to suit your needs**

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For further information regarding the  
Smartdepart suppression file, call us on  
**01274 53 88 21**

**smartdepart**

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**▶ tracesmart®**

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**missing  
people**

Registered Charity No. 1020419

#### Tracesmart: Official search partner

Missing People provide a vital lifeline when someone disappears, Tracesmart is proud to offer its practical support and long term financial commitment.



CERTIFICATE: GB 10/81945

#### ISO27001 - Your data is in safe hands

Tracesmart provides a trusted framework to ensure your data is kept secure and confidential. Its ISO27001 registration is from SGS, the world's largest inspection body and an approved UKAS inspection and test organisation, offering totally independent assessment. All Tracesmart procedures are inspected on a six monthly basis by qualified information security auditors.

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