

## How much is bad data costing you?



7-12% of your customer data changes each year...



What does that cost you in undeliverable mail?

### In 12 months...



4-7%

4-7% of individuals  
move address



3.5%

3.5% of people likely  
to be listed in Mail  
Preference Services



1%

1% of people pass  
away

Meaning you could easily  
fail to reach...

# 8%

of customers!

# 4

Customer mailings on average a year...

Means the cost of not delivering your business  
mail grows with each send...

## Savings: Where can you cut costs?

### Typical Saving per service...

#### Calculated per 1,000 contacts

- £27.00 Address Validation
- £35.00 International Address Validation
- £60.00 National Change of Address
- £15.00 Deceased Individuals
- £53.00 Mail Preference Services



Every 1,000 contacts you could be saving

**£200\***

#### With an Average Saving of £1.50 per Returned Item

(based on postal fees, paper & handling costs and ink)

Plus additional savings from: Telephone & Email Validation Services

#### Data Improver 300

##### Small

Volume: 5000 records

+ 4 runs per year

Price: £600 pa

#### Data Improver 400

##### Medium

Volume: 10,000 records

+ 4 runs per year

Price: £1200 pa

#### Data Improver 6000

##### Large

Volume: As required

Price: £2500 pa

Plans include enough credits to maintain your file for a year allowing you to get all the savings described above, multiplied by the size of your file! Should you want to increase, you always have the ability to buy additional credit bundles.

#### NEOPOST CUSTOMER INFORMATION MANGEMENT

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