

## Re-mover Goneaways



## Fast and highly accurate identification of goneaways

Contact data is constantly changing; over 10% of the UK adult population move home each year – that's around 6 million people. Many of them forget to inform companies that they've moved. This leaves companies with the challenge of trying to keep track of their customers. And, with the continued growth of renters, who may move more than once a year, this challenge is only set to get worse. Re-mover can help keep track of these valuable customers and ensure data remains accurate, up to date and compliant with the DPA & forthcoming GDPR regulations.

### What is Re-mover?

Re-mover is a goneaway data suppression file which contains a fully transactional record for over 90% of home movers in the UK. It will help you regularly screen your data and identify customers and prospects that have moved address. You can then find, flag or remove them from your database so you don't contact people who have goneaway.

Re-mover is unlike any other file in the market and here's why:

### It's exclusive

Our data is built using a unique range of exclusive sources that are not available from any other provider. It contains over 90% of all moves in the UK and includes both home owners and renters.

### It's fast

65% of our movers are supplied 'in the month of move' which means that you can identify them quickly and before their move impacts your campaigns or your customer relationships.

### It's highly accurate

You need reliable data. The kind that gives you complete confidence. And that's just what we provide. Our rigorous multi-source validation process means you can completely rely on our data's accuracy. We don't accept 'assumed' data and we **never** use postal returns.

## Our exclusive data sources

Our data is sourced, screened, and validated using:

- Leading UK property listings (including property transactions and change in tenant status)
- Changes of address notified by customers in the financial services and utility sectors
- Online and offline transactional changes in the retail sector
- Electoral Roll changes
- Land Registry data
- Social Housing and Council House movers

## Key attributes

- Captures over 90% of all moves in the UK, home owners and renters
- Contains 69 million records and spans 10 years (*Data older than 10 years is archived and can be made available for legacy data suppression if required*)
- 65% of all records are unique to Remover at the time the file is released and identified within the month of move
- Complete file refresh every month (in accordance with ICO guidelines)
- Competitive and flexible pricing terms
- Data contains full name and address and date added to the file
- Our data **never** contains assumed records or postal returns

## The benefits

### Save money

Eliminate the waste of mailing people who have moved away and reduce unnecessary costs

### Improve campaign response rates

Reach the intended target and increase your ROI

### Prevent identity fraud

Ensure your communications do not fall into the wrong hands

### Protect your brand reputation

Incorrectly addressed mail irritates consumers and reflects poorly upon your brand

### Remain compliant

Maintain the quality and accuracy of your data ensuring you comply with DPA & GDPR regulations

## Contact us to find out more

Re-mover is used by many marketing agencies, data processors and leading brands. Contact us now to get Re-mover working for your business