Re-mover Goneaways

Fast, comprehensive and highly accurate identification of goneaways

100+ million goneaways

Super-fast notification

65% unique records

Robust. Validated.

Affordable licensing

Flexible data access

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DATA QUALITY SPECIALISTS

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- Includes data on over **120 million goneaways** and dates back to 1995

- **Super-fast notification of goneaways**, with over 90% of goneaway records added to the file within the month of move

- **65%** of Re-mover records are **unique** at the time the file is released each month

- Rigorous multi-source validation provides the most **accurate** source of data in the market

- Our service is **competitively priced** and affordable for everyone. Plus our **flexible pricing** means you can choose to pay as you go or receive a fixed annual license

- **Access** via **JetStream**, API or a direct feed of data (subject to minimum licence fees)

POWERED BY
JetStream
Data. Matched. Fast.

Re-mover
Goneaways

What is Re-mover?

100+ million goneaways

Super-fast notification

65% unique records

Robust. Validated.

Affordable licensing

Flexible data access

Contact data is constantly changing; over 10% of the UK adult population move home each year – that's over 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 & GDPR regulations.

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

Exclusive data sources

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.

Super-Fast

Over 90% of our movers are unique in the **month of move** which means that you can identify them quickly and before their move impacts your campaigns or your customer relationships.

Accurate and reliable

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.

Comprehensive

Re-mover combines **8 different sources of data each month** in order for us to provide a single source of up to date and accurate home movers (renters and owners) in the UK each month plus historic data going back **over 15 years**.

Fully compliant

We have undertaken our own due diligence and compliance checks to ensure **Re-mover** meets conditions set out in the DPA 2018 and GDPR. In addition to this the data sources and processes used to create **Re-mover** have been independently reviewed by our lawyers who specialise in data law.

Cost effective

Our file is **competitively priced** and **highly affordable** - we believe every company should screen their data for goneaways and we set out to make this as achievable as possible for **everyone**.

Re-mover Goneaways

Key features of Re-mover

Key features:

All the data you need
We provide comprehensive details that include:

Full name (including forename)

Full postal address and **postcode**

Date added to the file

Flexible ways to access your data
We provide 3 simple ways to access **Re-mover**:

Access via **JetStream**

Through our API technology

Direct feed of data

Simple pricing structures
Choose from either:

Pay as you go

Fixed annual fee

Either way we try hard never to be beaten on price.

Case Study

One of the UK's leading insurers evaluated **Re-mover** against a range of market leading suppression files. Goneaway customers and prospects were flagged on the insurers database but not suppressed; they continued to be mailed as originally scheduled. The response, goneaway returns and subsequent notifications of a move, were tracked and measured over a 5 month period.

After rigorous and thorough evaluation, the results proved that **Re-mover** identified a significant number of unique gone aways, faster than any other suppression file. And that the data was highly reliable and accurate so only genuine gone aways were suppressed.

Re-mover Goneaways

Re-mover will help you to remain compliant

Using 3rd party suppression services to remove goneaway customers is essential to maintaining data accuracy and meeting the GDPR data compliance requirements

The GDPR's requirements regarding data accuracy are crystal clear:

> **Chapter 2, Article 5: 'Principles relating to processing of personal data'**
> *'Personal data shall be: 1d) accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay ('accuracy').'*

Holding records of goneaway customers could turn out to be a costly mistake. Out of date records could constitute a technical breach of the Regulation and incur penalties of 2% of global turnover or €10 million, whichever is greater.

Re-mover only uses data sources and validation processes that are compliant with the GDPR so you can be confident that the data meets all the necessary requirements.

Re-mover Goneaways

The benefits of using Re-mover

Save your organisation money and simplify your suppression processing

Re-mover is the most accurate and comprehensive goneaway suppression file in the market. By utilising **Re-mover** on a fixed fee or at the top of your data hierarchy you will only need to top up very small volumes from other files saving your organisation significant amount on suppression costs.

Improve campaign response rates

Reach the intended target, eliminate wastage and increase response and your ROI.

Protect your brand reputation

Incorrectly addressed mail irritates consumers and reflects poorly upon your brand.

Prevent identity fraud

Ensure your communications do not fall into the wrong hands. Mailing goneaways increases the risk of identity fraud as criminals intercept mail and use the documents to apply for products in the name of the deceased customer. Identity fraud is the fastest growing crime in the UK and reached an unprecedented 189,108 cases in 2018, a rise of 8% from 2017.

Remain compliant

Maintain the quality and accuracy of your data ensuring you comply with DPA & GDPR regulations. Don't risk a fine.

Do your bit for the environment

Printing and sending out mail to non-existent contacts will have a negative impact on not just your organisation's resources but also on the environment's resources. Help keep carbon emissions down by only mailing to an accurate database.

Re-mover
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Interested to find out more?

Contact us now for more information or to book a data evaluation:

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theark
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