



**Mortascreen -
The largest deceased file available; collecting the most recent deaths**

Product Information

Updated January 2010

Overview

Independent estimates suggest that, on average, around 170,000 mailings are delivered every day – all addressed to people who are now dead.

Not only does Mortascreen provide a means of preventing this unnecessary distress to bereaved families, it can also save your company considerable amounts of money and the possibility of costly, negative PR.

Any company sending out direct mail to consumers should be using Mortascreen for cleansing cold lists or for ongoing database management. This type of deceased suppression file is now accepted as industry 'best practice' and for good reason.

Mortascreen contains the name and address details of over 8 million deceased individuals. Over half a million records are collected and added each year. On average we collect 50,000 records per month, accounting for around 95% of all deaths in the UK. This makes Mortascreen the largest and most reliable source of deceased names currently available, with the most current collection of recent deaths.

Each record has been allocated a source indicator ranging from level 10, probate data, to level 1, third party data. These indicators enable users to determine their own screening levels dependant on the input data.

This enhanced Mortascreen file now makes it even easier to identify individuals who have died, enabling clients to remove the details from their mailing files or to flag their databases ensuring more accurately targeted mailing campaigns and better maintained customer records.

NEW DATA SOURCE NOW INCLUDED IN MORTASCREEN JANUARY 2010

As from December exclusive rights have been given to Mortascreen to provide deceased data captured from opt-in forms included in wallets distributed to over 90% of UK Registries.

Mortascreen will have the best coverage in terms of recent deaths in the UK with 70% of deaths being collected within 2 weeks.

How does coverage compare across Mortascreen & TBR?

Last 3 months supply of most recent 2009 deaths

Date of Supply	MONTHLY VOLUMES		
	Mortascreen	TBR	MS vs TBR % Increase
November 2009	46,936	18,401	155%
December 2009	47,916	16,697	187%
January 2010	68,107	13,280	413%

Full File Volume	8,320,211	3,158,443	163%
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% Unique Records	72%	28%	157%
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Source Information

Mortascreen is built from the following sources:

Probate Data – official notification of certified deaths

This is a highly verified data source from official Government records. Backed by Probate Registry Number. Due to the nature of the verification, these records are added to the file between 6 - 12 weeks after death.

Funeral Directors – data supplied by agreement directly from Funeral Directors. A highly verified data source supplied to us by both Independent and Group Funeral Directors as funeral arrangements are made. Backed by Death Certificate Number. Added to the file 1 – 2 weeks after death.

Insurance Data – supplied by agreement from UK Insurance companies

Again, a highly verified data source from a number of UK Insurance companies following Life Policy claims. Backed by Death Certificate Number. Added to the file 4 – 6 weeks after death.

Registration Cards – Opt-in forms included in wallets distributed to over 90% of UK Registries. Added to the file within 2 weeks after death.

Deceased Preference Service – Consumer registration service

Launched by Smee & Ford in April 2004, this service gives relatives/friends the facility to register details of the deceased either on-line, by freepost card or by freephone to a dedicated call centre. Death certificate number is requested and each number is validated. Records added to the file on a daily basis.

Third Party Data – from Third Party sources

This relates to data supplied by agreement from several third party sources whereby they have been advised that a customer is deceased. This data is not supported by death certificate number. Added to the file 1 – 4 weeks after death.

Due to Data Confidentiality Agreements, the exact source of the Insurance and third party data is not always disclosed. This would be declared should a specific query arise.

Source Indicators

Each record is allocated a unique source indicator ranging from 1 to 10. The higher the indicator, the greater the level of verification.

File split as follows:

Source	Source Level	No. of Records	% of File
Probate Data	Level 10	5,351,746	63.94%
Funeral Data	Level 9	1,100,085	13.14%
Insurance Data	Level 8	33,873	0.40%
Deceased Preference Service (Inc. death certificate no.)	Level 7	27,290	0.33%
Multiple Confirmation (More than one notification from levels 1 to 5)	Level 6	84,602	1.01%
Deceased Preference Service (No death certificate no.)	Level 5	3,206	0.04%
Third Party Data 1	Level 4	1,790	0.02%
Third Party Data 2	Level 3	191,702	2.29%
Third Party Data 3	Level 2	1,308,193	15.63%
Third Party Data 4	Level 1	267,993	3.20%
Totals		8,370,580	100.00%

When screening against company databases and certification as proof of death may be required, clients should only use levels 7 and above. For prospecting purposes all levels can be used.

In addition every record that enters the file is also fully PAF verified on a strict matching basis. Any record which does not match the criteria is rejected and PAF updates are run against the full file on a regular basis.

File Split By Gender

The Mortascreen file contains records of adults in the UK only.

The file is split by gender as follows:

Male:	47.21%
Female:	51.50%
Unknown:	0.24%
Blank:	1.06%

File Split By Region

Mortascreen covers the whole of the UK - England, Scotland, Wales and Northern Ireland. It also includes data of deaths in the Isle of Man and Channel Islands

The file split by region is:

Region	No. of Records	% of File
England	7,095,657	84.77%
Scotland	661,638	7.90%
Wales	454,648	5.43%
Northern Ireland	48,130	0.57%
Channel Islands	5,085	0.06%
Isle Of Man	1,483	0.02%
Blank	103,939	1.24%
Total Records	8,370,580	100.00%

Recency Of Data

The Mortascreen file contains both recent and historic data split as follows:

Date of Death	No. of Records	% of File	Actual Deaths per year (UK)	% Coverage
2010 records	1	0.00%	unknown	
2009 records	391,149	4.67%	unknown	
2008 records	483,423	5.78%	579,690	83.39%
2007 records	470,497	5.62%	574,638	81.88%
2006 records	575,357	6.87%	572,806	100.4%
2005 records	591,977	7.07%	581,603	101.8%
2004 records	526,570	6.29%	582,561	90.39%
2003 records	521,337	6.23%	605,148	86.15%
2002 records	517,383	6.18%	599,383	86.32%
2001 records	524,680	6.27%	597,413	87.83%
2000 records	534,356	6.38%	603,643	88.52%
1999 records	403,494	4.82%	632,062	63.84%
1998 records	370,827	4.43%	629,172	58.94%
1997 records	316,729	3.78%	629,746	50.29%
1996 records	306,873	3.67%	636,007	48.25%
1995 records and earlier (inc unknowns)	1,835,927	21.93%		
Total Records	8,370,580	100.00%		

File Layout

The Mortascreen file contains the following fields:

Unique Reference Number

Gender Flag

Date of Death (where available)

Enhanced Postcode

First Forename

Second Initial

Surname

Address Line 1

Address Line 2

Address Line 3

Address Line 4

Address Line 5

Certainty Level

Title

Date of Birth (where available)

Line Feed

Postcode is also embedded in the address lines.

File Updates

Updates to the Mortascreen file are currently made available on a monthly basis. We have received many requests from clients to provide information as soon as it is captured and therefore, as from end November 2009, Mortascreen will be available as a weekly download from our ftp site.

Clients may request a full, monthly or weekly updates at no extra cost.

Around 50,000 records are added to each update, accounting for approximately 95% of all deaths within the UK.

On occasion as new data sources are taken on board, the monthly updates will be significantly higher and will contain both recent and historic data.

Notification of death may come from numerous sources and will always assume the highest source level within the file. For example if a record is submitted via Deceased Preference Service Month 1, a second notification from Government sources may be received in Month 2.

It is important to note therefore that if monthly or weekly updates only are requested (rather than full file) duplicate records may exist with differing source levels. The full file is fully de-duped with highest level only remaining.

Twice a year in January and July a full refreshed file will be provided to all clients.

Contact Us



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