



The History of The Gone Away Suppression File

The Gone Away Suppression File (GAS) was established in 1992 to address the problem of mailing people who had genuinely moved house. Put simply, it represents the most accurate, up to date and most widely used solution for identifying non-assumed Gone Aways and is now responsible for cleaning over half of all direct mail in the UK.

With an independently audited accuracy rating of 98.2%, it represents the pinnacle of suppression accuracy.

3,200,000 people move house every year – up to 7,000 every day

Why is accuracy so important?

- Mailing Gone Aways encourages fraud and substantially increases the risk of bad debt
- Mailing performance is based on response rate – Gone Aways do not respond
- Mailing Gone Aways is detrimental to your brand image
- Postal returns files do not solve the gone away problem – only 28% of incorrectly addressed mail is returned.

Sources

Both private and public domain data sources, made available through The REaD Group's partnership with Skipton Information Group, are used to create the GAS file.

Move-in and move-out information is passed to The REaD Group in order to form a unique file of non-assumed home-moved records.

Skipton Information Group, which includes marketing information company EuroDirect and credit reference agency Callcredit, is one of the UK's largest database businesses, maintaining an array of accurate, up-to-date public and proprietary credit and marketing data on more than 40 million UK consumers.

What makes the GAS file unique?

- 30 million records
- Updated monthly with 150,000 – 300,000 new records
- 90% of all movers captured within 12 months
- Held by 88% of DMA registered bureaux
- No assumed data – genuine home mover records only
- Used to clean data up to 8 years old

For more information about GAS and other products within The REaD Group portfolio, please contact the Sales Department at The REaD Group on 01732 460000 or email sales@readgroup.co.uk

All information is correct of December 2008 and is subject to change without notice.