



Xpression - The DMA Suppression File

(Formerly The National Suppression File)

Offering choice with selectable datasets from leading industry experts

Why use Xpression?

Xpression is a consortium of leading suppression data providers brought together by REaD UK and the Direct Marketing Association (DMA). It has been created to provide a suppression solution that delivers choice, accuracy and unprecedented access to both verified gone-away notifications and postal return data. This unique combination of data helps companies remove records of individuals who have moved address, increasing response rates and satisfying the DMA's Best Practice Guidelines for the management of personal data.

What can Xpression do for you?

- Save money otherwise spent on mailing inaccurate addresses
- Increase response rates and return on investment
- Satisfy the DMA's Best Practice Guidelines for management of data
- Reduce wastage and environmental damage
- Limit the risk of misaddressed mail falling into the wrong hands and being used fraudulently
- DMA members enjoy a 20% discount.

Choose Xpression for market leading suppression data

- REaD UK - The Gone Away Suppression (GAS) File
- Royal Mail - National Change of Address File (NCOA)
- Tri-Direct - Elvis
- Acxiom - Purity

Xpression is the only solution that provides non-assumed notifications, blended data from 'Purity' and assumed postal return data, allowing direct marketers to shape the product to their needs without the danger of over suppressing.

All customer or prospect data files should be matched against non-assumed notifications to remove actual gone-aways.

It is advisable that the assumed postal data should only be matched against prospect or purchased data. Postal returns give a good indication that a person has moved but are widely accepted as not being the definitive solution. Therefore using this dataset to suppress customer data could result in valuable customers being removed from your mailing list.

What makes Xpression unique?

- Unprecedented access to a unique combination of 10.6 million records
- Updated quarterly with up to 2 million records
- Ability to match against several industry suppression files within a single product
- Consortium of key industry suppression providers
- Offers both confirmed and assumed gone-away data – no need to over-suppress
- Flexible, combination data sets

For more information about Xpression please contact REaD UK on 01732 460000 or sales@read-uk.com

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THE FACTS

- 11% of the UK population changes address every year
- Misaddressed and discarded direct mail costs UK businesses an estimated £50m million a year
- 56% of consumers are annoyed when they receive mail for previous occupants
- Postal returns DO NOT represent 'actual' gone-aways – only 30% have actually moved.

HOW MUCH MONEY COULD YOU BE WASTING?

Database Size	1,000,000
Average percentage of gone-aways	3.8%
Number of gone-aways identified	38,000
Pack cost	54p
Wastage per mailing	£20,520
Mailing frequency	3 x pa
Wastage per year	£61,560