Cleansing, enrichment and maintenance of business customer data

Corporate addresses and information fluctuate constantly. Every year, around one million items of corporate data require amendment for various reasons: new entries in the commercial register, insolvencies, company relocations, and more. Deutsche Post Direkt offers professional solutions for the cleansing and enrichment of your business customer data so you can avoid returns and complaints from your corporate customers.

Address cleansing corrects wrong spellings in your database and also provides additional valuable information with the help of various labels. In this process flawed and incorrect addresses are labeled following successful synchronization with your data. The labels provide information for post-processing as you see fit, and are included in the results, which are returned to you along with the original datasets you submitted. Changes will never be made directly to the data records you send us, to preserve the integrity of the original contents.

Do you instead require **information on the business activity** of your corporate clients? We are happy to provide it to you in the form of a **positive confirmation**. Spelling corrections and additional labels are not provided here.

Our **data audits** reveal the quality of your business customer data. For a surcharge, we will conduct an audit of inventory data for databases with more than 15,000 items of current customer data. The audit analyzes both the currentness of your database addresses, allocations to markets, employee classes, etc. Other potential new customers in our database are also identified.

Scope of service and labels

- Duplicates
- Insolvencies
- Liquidations and companies undergoing winding-up
- Commercial register/business license deregistration incl. notification of any legal successors
- Advertising opt-outs
- Private individuals/addresses
- Addresses not relevant for mailings (e.g., dormant companies with no current business activity, management companies)
- Businesses no longer identifiable in public sources
- Historical addresses (primarily through company name/address changes) incl. provision of current information, e.g., the new address for relocated firms or headquarters transfers, new names in case of company name changes
- Nixie mail codes (undeliverable as addressed due to, e.g., "moved, no forwarding address")
- Provision of mailing-optimized company names
- Non-profit organizations (authorities, associations, federations, schools, etc.)
- Non-matches (datasets for which no match occurs during reconciliation/synchronization)

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Address enrichment adds valuable information to your addresses such as industry classification, employee classes or communication data. The selection of characteristics to be enhanced comprises:

- Communication data (phone number, e-mail address without opt-in, URL)
- Industry classification WZ2008 (main- and subsector, code and designation)
- Industry information (NACE codes)
- Company size (employee class, revenue class)
- Foundation date
- Register data (commercial register)
- Geocode (coordinates, WGS84)
- Parent company
- 1st management level decision-makers
- 2nd management level decision-makers (training supervisor, head of controlling, data protection officer, head of procurement, head of finance/accounting, head of IT, head of marketing, head of HR, head of production/operations, safety officer, environmental protection officer, head of distribution)

The procedure

No specific customer data are required for processing, only the addresses. They should include the company name, postal address, phone number and other general information, as well as – if desired – a customer/prospect ID. Depending on the design and structure of your database, project management also involves additional conversions to prepare your data for matching. The synchronization and processing of your addresses take place in several steps to ensure the highest quality:

1. The delivered data are reviewed, standardized and prepared for automatic synchronization. Aspects such as unusual spellings (*umlauts,* special characters, etc.) are corrected and field descriptions reviewed.

2. The data are compared with those in our database. The process is finely tuned to avoid mismatches. No allocations are made if moderately relevant discrepancies are found in the customer dataset or matches are ambiguous.

Summary

Services

Analysis of your data inventory: Data audit analyzes your data inventory if there are more than 15,000 existing addresses and determines the individual need for database support
Address cleansing corrects faulty spellings and adds company names optimized for use in mailing campaigns
Positive confirmation is provided only for datasets known to us as economically active
Address enrichment adds valuable characteristics and information to your data inventory

Benefits

Accurate und meaningful address data für dialogue marketing and analyses
Optimized marketing to target groups
Higher deliverability and response rates
Target-group-specific marketing and sales activities

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