

# **GEOGRAPHY & PEOPLE**

## Commercial use of address files or *“firing the arrows”*

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Managing Director  
GREY SELLS  
27<sup>th</sup> November 2006



# What address data is available



- Postcode Address File
- Electoral Role and modelled 60m
- Detailed collection on lifestyle questionnaires
- Operational Customer data
- Market Research data – anonymised !!!!
- Prospect or population universe data
- Acquisition, retention or cross-sell
- Cold data with attributes e.g. Age
- Triggers always respond better
  - Health, lifestage, change in circumstances
- Shopping baskets, Hols, Hol Ins, Ins



# Housekeeping

- Cleaning
- Goneaways
- Suppressions
- Qualification questionnaires
- Data pooling / sharing / sales
- Web consent, Opt-ins and e-mails

# Data Cleaning

- PAF matching
- De-duplication
- Single customer view
- Operational and analytical data the same
- Time frames for updates and cost/benefits

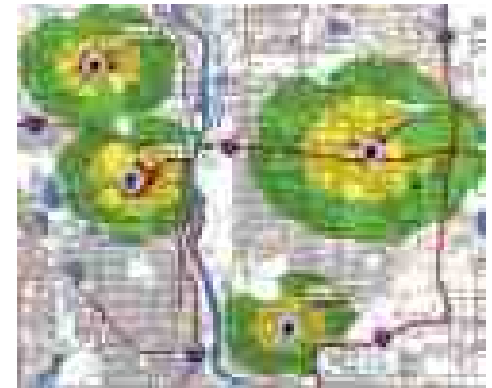




# Clever use of data



- Direct Marketing
- Strategic Analysis
- Measuring and Predicting responders
- Modelling
- Profiling
- Market Potential and Penetration
- Mapping and regional campaigns
- Customer lifetime value 80:20



# The capability of DM to support the brand

## Role in Consumers Lives

- **TV/Outdoor – ‘The media’**
  - Big, impressive, all pervasive
  - Creative, entertaining
- **Newspapers/Magazines/Radio – ‘Our media’**
  - Like minded
  - Interesting, informative, discursive
- **Mail – ‘My medium’**
  - Reading of mail a private/individual affair
  - Completely personal medium
  - Really touching a nerve
  - Potentially the most involving and rewarding

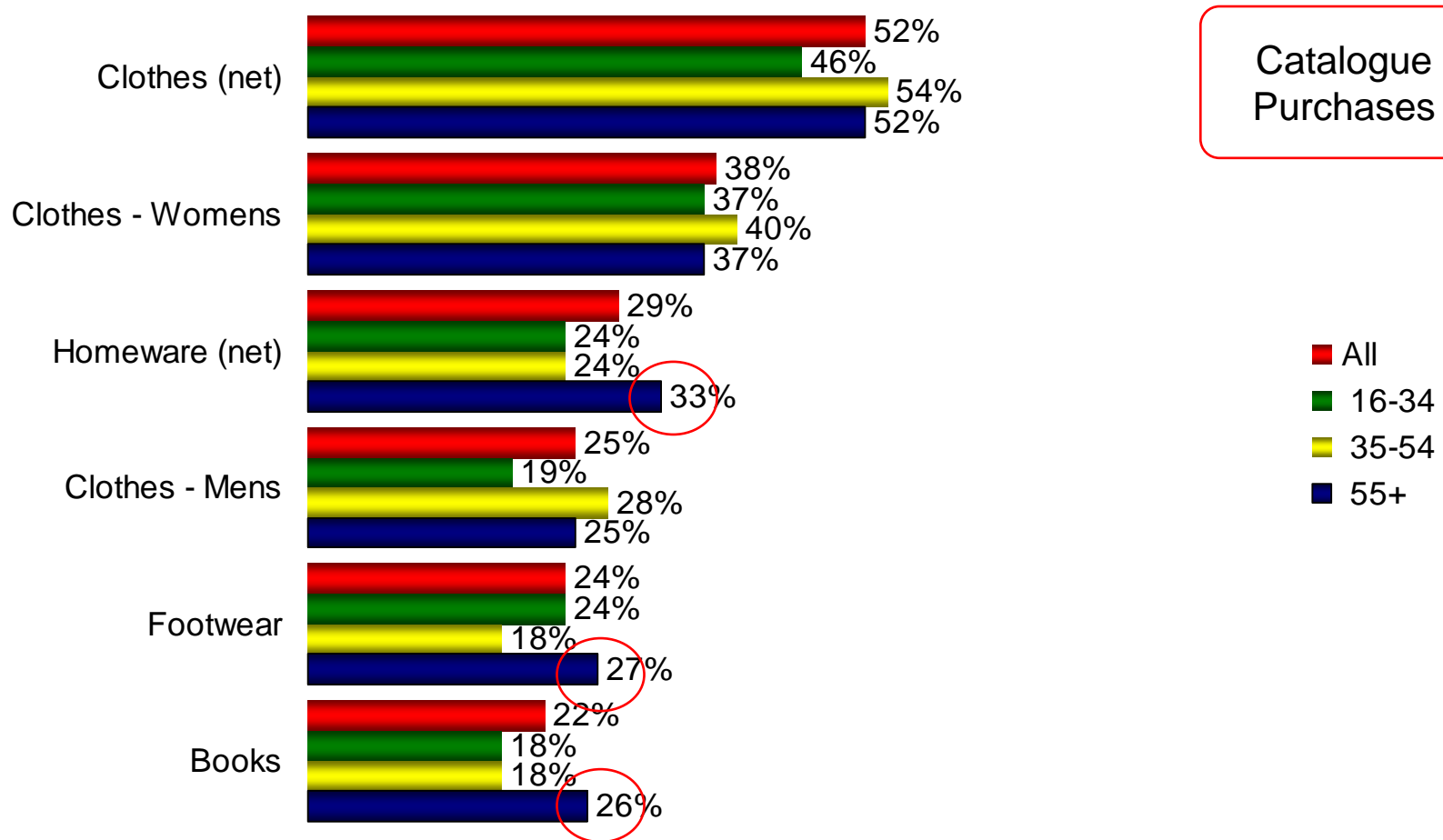
## Role in Media Mix

- Make/maintain brand fame
- Create/build brand image
- Conveys brand relevance
- Reinforce image
- Provide more information
- Demonstrates consumer relevance
- Build meaningful genuine relationship with the ‘real me’

*(NoT)* Areas that have more than 60% of people aged over 55



# 55+ are more likely than average to purchase homeware, footwear and books from catalogues



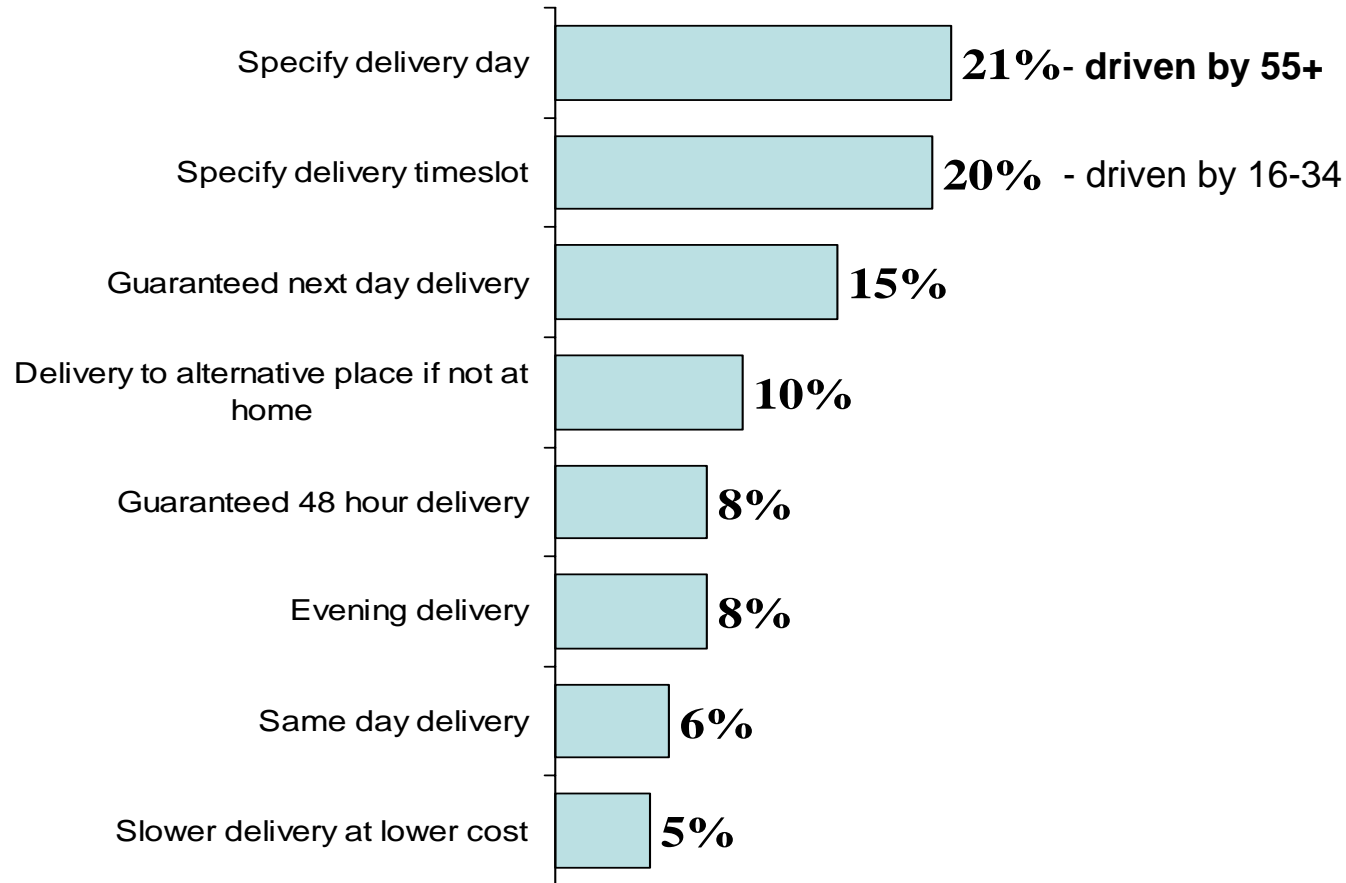
Base: Catalogue Shoppers 16-34 (75) 35-54 (116), 55+ (166)

*'Have you purchased any of these items in the last year?'*



# Customer Experience:

Specified goods delivery day is important among the over 55s



*'How important are each of the following options when having items delivered?'*

# Why is DM so unpopular ?



# Suppressions

- Some names and addresses should be removed/suppressed
- Gone-aways / movers
- Not interested
- Deaths

# What is OBiT ?



- Plan to stop mailing dead people
- Not for profit
- Pool data from all customer databases
- Cheaper more accurate and up-to-date than other files
- 1 million+ records with death certificates
- Monthly update – annual fee = £2,500

# Update on OBiT



- 8 founder members now 10
- LVG, Age Concern, RAC&NU, Readers Digest, Help the Aged, HBoS, LloydsTSB
- New data now being provided (700/day)
- Royal Mail Website collection
- Esther Ranzén's support "A brilliant idea"
- Top 1000 mailers list targeted

# Volumes Mailed in 2005



Lloyds TSB	42,161,266
NU (+ D)	23,504,715
Bank 3	22,369,866
LVG	20,566,311
Readers Digest	15,003,685
RAC	5,457,569
Age Concern	5,361,492
Help The Aged	3,734,238
<b>TOTAL IN</b>	<b>143,539,108</b>

2.3 million names and addresses with 1 m not on commercially available file.

## Deaths from ONS

Q1 – 164,700

Q2 – 143,300

Q4 – 131,600

Q4 .....

approx. 660,000

Your Industry Needs Your Deaths

# 779,576 (49%) Very Accurate



	No. Members Supplying same name = 1	No. Members Supplying same name = 2	No. Members Supplying same name =3	Total
Death Certificate		5157	92	
Written Notification		962	7	
Telephone Notification		1774	39	
Postal Return	2013	102	0	2115
Other	105,145	486		105,636
Blank	711,711	3420		715,143
<b>Total</b>	<b>1,594,420</b>	<b>11,901</b>	<b>155</b>	<b>1,606,476</b>

Where  
you can  
help !

# Value of Data



- 779,576 names @ 30p per name = £233,872.80
- OBiT Price £2,500 (plus VAT) per annum
- ROI = 192% (from one mailing !!)



# Potential Members



- Sainsbury's Bank
- HSBC, Barclays, Alliance & Leicester
- Nectar
- Direct Wines
- Boots the Chemist, John Lewis
- Npower, Powergen
- Guardian Newspapers, Telegraph Group
- Daxon, Littlewoods

# MP backs plans to make death registers available

Bereavement suppression consortium Stop Dead has kicked off its campaign to make public death registers available for suppression by winning the support of Labour MP Derek Wyatt to help lobby MPs.

The group wants MPs and civil servants to amend the Police and Justice Bill, which allows for the release of death registers to police and other bodies to combat identity fraud. The Bill is currently before Parliament.

Wyatt, MP for Sittingbourne and Sheppey and founder of the All Party Select Committee on the Internet, will table an Early Day Motion on the amendment and will also champion the issue as his Private Member's Bill proposal in November's ballot.

"We'll sell the benefits that it's a win-win situation for MPs, government departments and consumers," said Emma Reid, who spearheads the Stop Dead consortium as well as running Grey Cells consultancy.

However, the consortium faces an uphill struggle to get a change in the law. Most bills introduced to Parliament are those proposed



**Parliament: MPs will be lobbied**

by members of the Cabinet, rather than backbenchers.

If the death registers were released to marketers, they would compete with the two main commercial files on the market. The Bereavement Register, owned by The REaD Group, is compiled by people registering the names of their deceased relatives to avoid receiving mail, while Mortascreen is assembled from probate registries and other sources. It is marketed by Millennium.

Mark Roy, CEO of The REaD Group, described the proposal to release the public death registers as "fantastic", but added that consent is vital. "Choice is key here, and the Bereavement



**Reid: 'a win-win situation'**

Register allows everyone to make the choice [to opt out of mailings]."

Stop Dead, which counts Norwich Union and RAC among its members, proposes to manage any release of the file to the DM industry. "Security measures would need to be put in place and a guarantee that it is not going to be used commercially," said Reid.

Anthony Newman, direct marketing director at Cancer Research UK, welcomed the proposal. "While we use the suppression files available, and add our own when we get a deceased notification in response to any of our campaigns, they do not cover all incidents."

*Noelle McElhatton*

## William Hill in poker gamble

William Hill, the gambling firm, is using direct mail and email marketing to encourage gamblers to take part in a tournament styled the 'Gods of Poker', part of the company's poker Grand Prix.

It is looking for 50 top poker players to take part in a week-long tournament taking place in mid-October, which will be filmed and televised on Sky early next year.

The campaign, created by direct marketing agency Prego, kicked off last month. A direct mail pack has been sent to a targeted base of recognised poker players on William Hill's database, alongside an email marketing drive. This is aimed at prompting players to go online to try their luck at winning a place at the tournament. It also invites them to participate in off-line qualifiers, which are being held at four casinos nationwide.

Prego has worked with William Hill for the last four years, and earlier this year created a direct mail pack for the brand in the run up to the Cheltenham Gold Cup, giving recipients the chance to win a free £5,000 bet.

*Kim Benjamin*

## IN THE BAG

Low-cost airline **Monarch** has appointed eCRM agency RedEye to segment its customer database and create

shops and speed up financial reporting to ensure all outlets are performing effectively.

**Totaljobs Group**, the online

## A round-up of new-business wins



promotions triggered by events such as birthdays and Christmas.

**Virgin Atlantic** has appoint-

# Data Protection - letter



- Data Protection Consents
- ICO endorses objectives of OBiT
- Express duty to encourage ‘good practise’
- Welcomes improved screening suppression
- Supports release of national file
- No DPA problem if only used for death suppression

# Data Protection

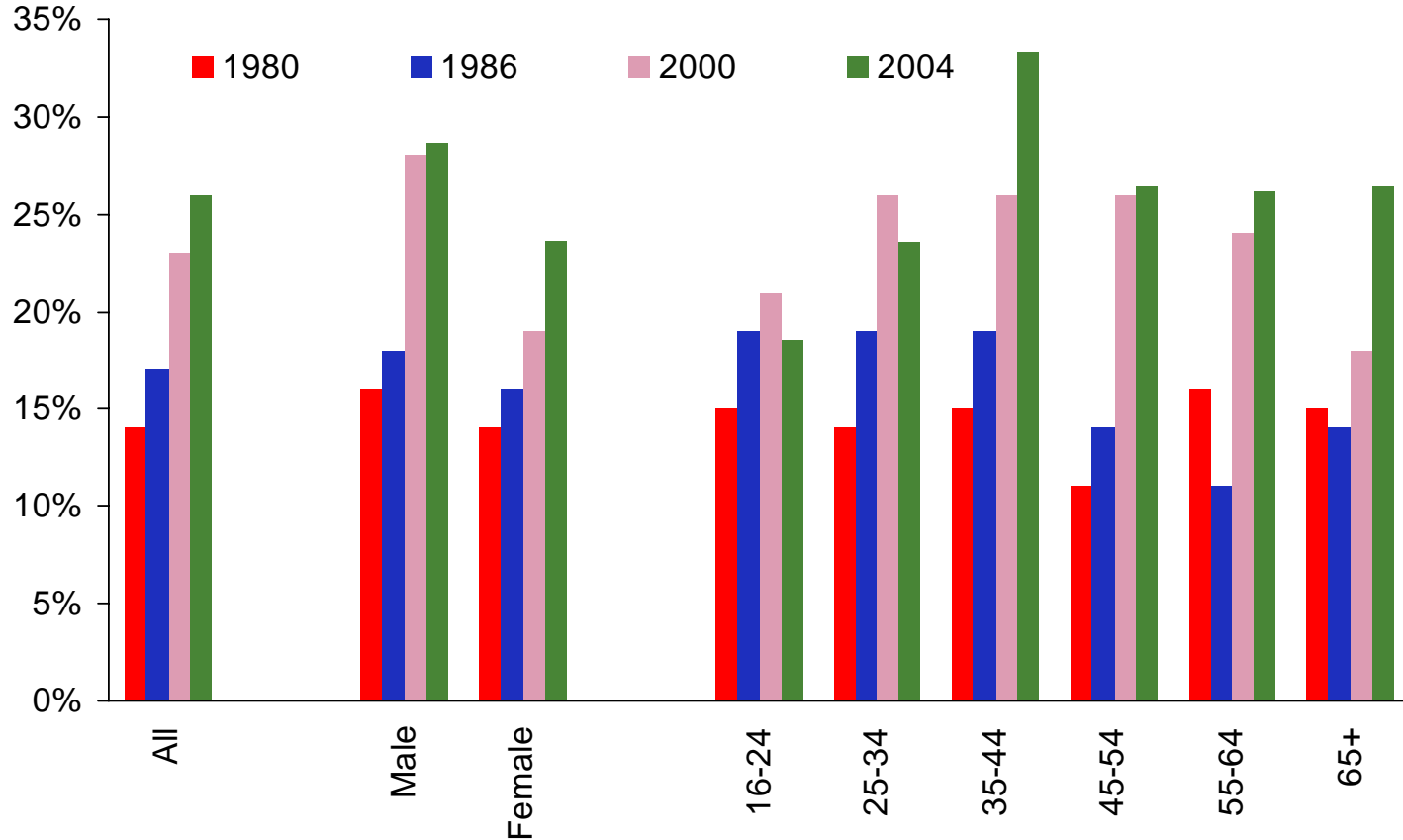
- What can and can't be done
- Data Protection Consents
- Up-to-date and accurate

# Data Protection Facts

- Over 22,000 complaints were received by the Information Commissioner's Office last year
- 13.5m telephone numbers are now registered on the TPS
- Enforcement action from the ICO and OFCOM is increasing
- 58% of the general public know what an opt-out is
- 82% of people in an Opt-4 survey were unhappy about giving details of their home phone number for future marketing (and they were marketers!)

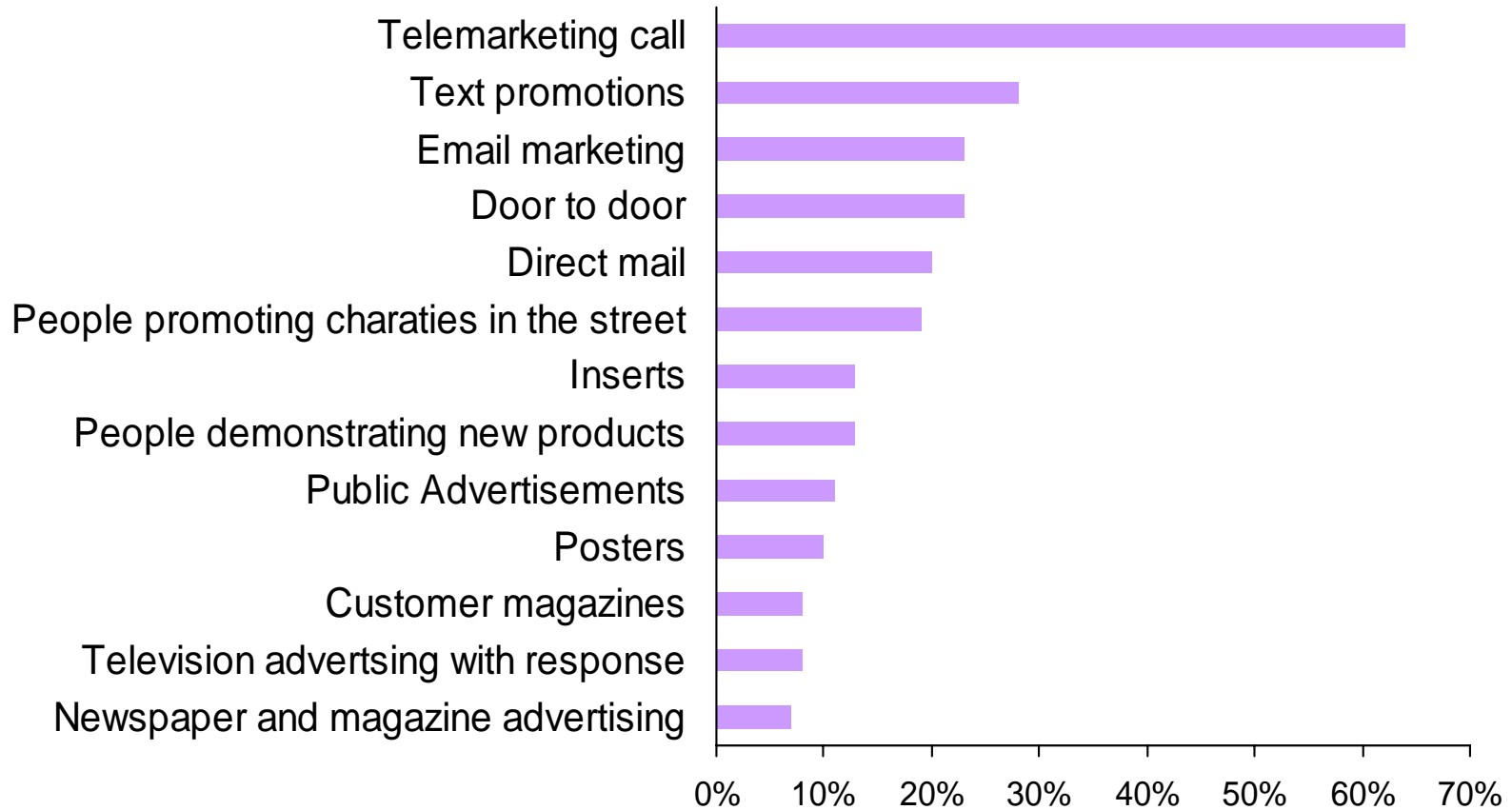
# Cynicism is on the increase

% who believe companies are not fair to consumers



Source: 'Changing Lives', nVision/Taylor Nelson Sofres  
Base: 1000-2000 adults 16+, UK

# Levels of Intrusion



Source: DMA/Future Foundation

Base:762 respondents 2004

# Isn't market research exempt?

- Only if
  - The data is not processed to support decisions about individuals
  - The processing doesn't cause damage or distress
  - The individual has been told that the data will be processed for research purposes and given consent

(Section 33 DPA 1998)



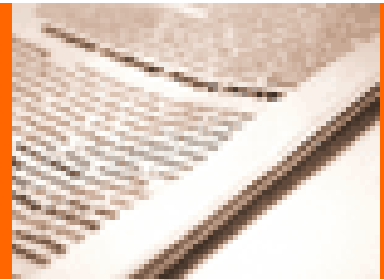
# Changing Customer Expectations

- The new generation is a permission generation
- The Internet exposes people to privacy issues and tends to be an opt-in medium
- Fear of ID theft is increasing knowledge
- There is more understanding of database marketing and targeting

# Serious about permission?

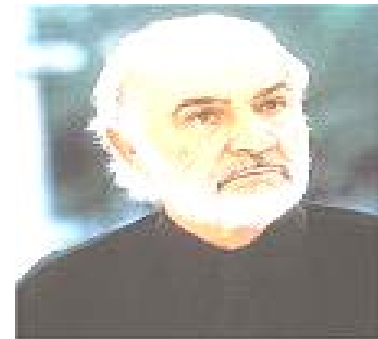
[www.opt-4.co.uk](http://www.opt-4.co.uk)

**CLICK HERE TO RECEIVE YOUR FREE  
DATA PROTECTION NEWSLETTER  
EVERY MONTH FROM OPT-4**



# Sensitive life events experienced (*over 50*) that impact on consumption behaviour

- Career change
- Divorce
- Loss of Parent
- Last child moved out
- Menopause
- Grandparenting
- Major diet change due to health
- Job retirement
- Coping with major illness
- Death of spouse



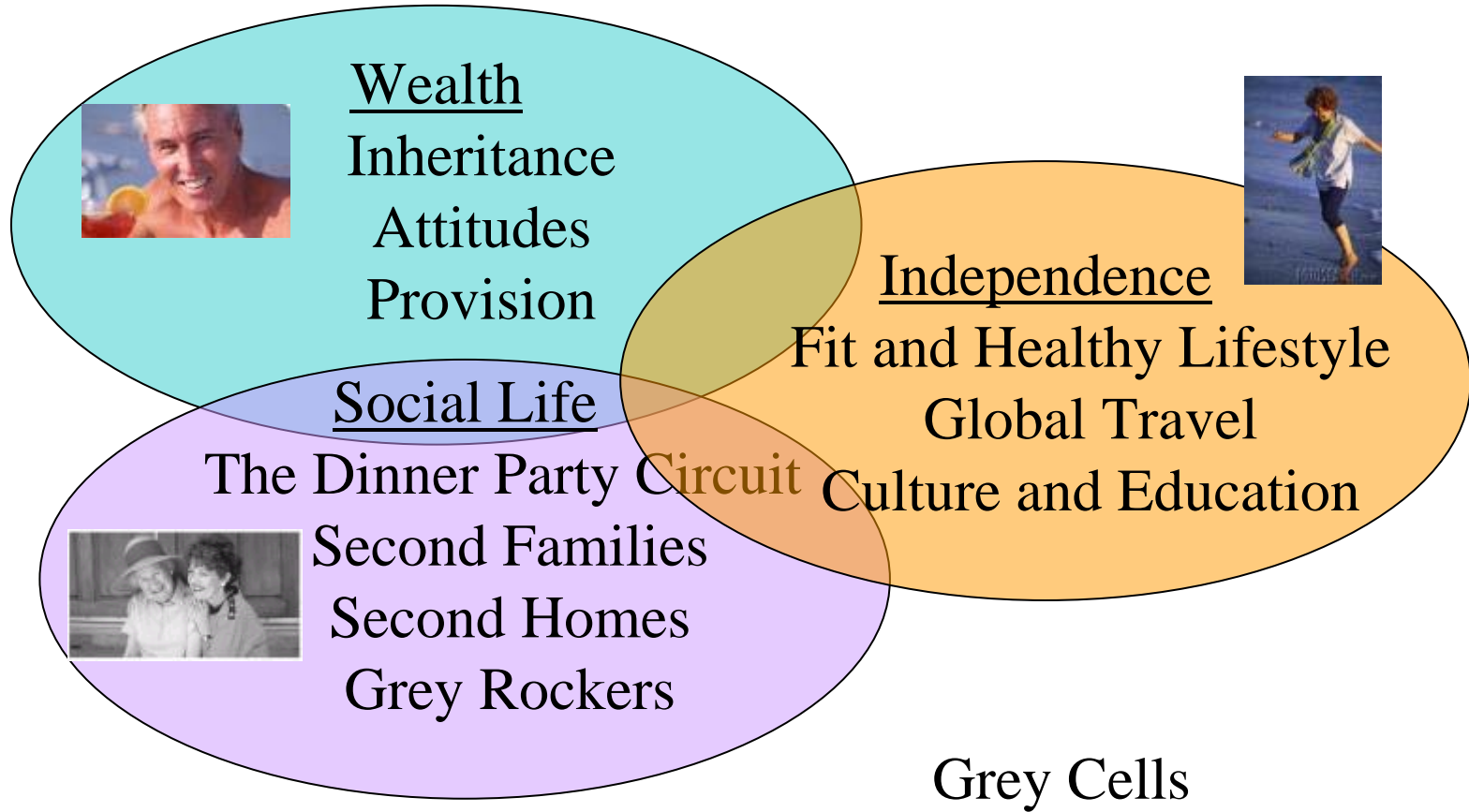
# Grey Cells and OAC



- OAC clusters 2001 Census, free from the ONS
- Develop understanding of OAC by cross tabulation with as much data as possible
- Using Age Concern, Market Research and Attitudinal Segments
- Wegener Lifestyle data (50+ revisited)
- Create titles for smaller groups
- Detailed understanding of Grey Segments
- Promote usage with Royal Mail



# Not Age, attitude or demographics alone - but *Confidence Influencers*



# The First Segmentation for 50+ Only GREY CELLS

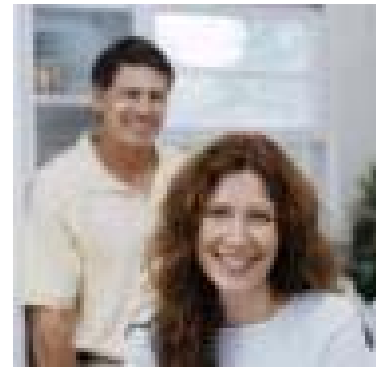


- Uses Census data
- Differentiates as well as ACORN & MOSAIC
- Uses Age Concern and Wegener
- Only segments 20 million over 50s
- 1000 or 100 or 20 groups
- Cross-tab and profile 50+ Audience
- More accurately market size and potential
- Useful (and more specific) across all 50+ sectors



# Doing a deal on postcode data in return for profiles

- The more profiling we do the better we understand the Groups.
- Let us profile your customers.
- Send me your customer file.



# OBiT documents on CD *Please pass on !!!*

- Data Agreement for lawyers - others input ?
- Copy of ICO letter
- The OBiT Charter on usage
- Two most recent press releases
- Memorandum to MPs where we want your organisation to join our long list of supporters





GREY SELLS



&



OBiT



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**“My husband passed away eight months ago, but we still keep in touch. His e-mail address is [WalterZ@Heaven.com](mailto:WalterZ@Heaven.com)”**