

# Profile Appending

## Identify valuable information and build your B2B and B2C database

Profile Appending allows you to identify and add valuable data to your records ensuring your database is complete and accurate. With our B2C Profile Appending service you can append the current residents of that premise and add Age, Income, Wealth and Longevity indicators. Adding value to your data.

Data8's Profile Appending file contains almost 40m records and is built up of the Edited Electoral Roll, Rolling Register, infill data and a wealth of other data sources. All records are cross-checked and verified so that each name and address we provide is as accurate as possible.

Identify key demographic information helps you analyse your data, and ensures all marketing campaigns are correctly targeted. By adding our Profile Data you will increase the value of your data as you will have a very clear view of the types of customers using your services.

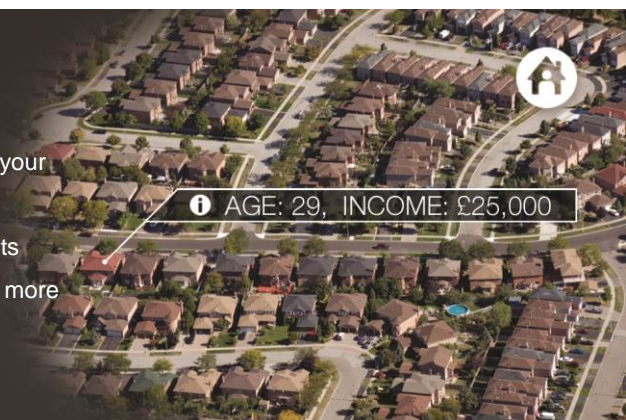
Profile appending is also provided as part of our [bureau service](#), available for anyone who has more complex data cleansing needs.

### Features:

- Build a demographic profile of your customers
- Develop more targeted marketing campaigns
- Help prevent possible fraud

### Benefits:

- Append age, income and wealth indicators against your customers
- Searches our database of around 40m UK Residents
- Includes Edited Electoral Roll, Rolling Register and more
- Demographically tag addresses



## How Much Is Clean Data Worth To You?

### Helping Customers Everyday...

- **Save Time and Money** – Allocate marketing spend to target audiences and reduce time on manually updating data.
- **Have Peace of Mind** – Our vast variety of credible data sources updated on a daily basis ensures your data is always of the highest quality.
- **Make Intelligent Decisions** – A database free of errors helps make better business decisions and focus on programmes with higher return on investment
- **Protect Brand Image** – Avoid PR nightmares
- **Automate Data Quality** – The intuitive interface helps clean and update your data in real time.
- **Enrich Database** – Update and add information to your records allowing you to segment and new data supply services.

### About Data8

We believe that clean accurate data is the key to every successful business and this has been our philosophy since the beginning. This philosophy has enabled us to become the leading total data quality solutions provider so customers can completely trust their data.

Our team is at the core of our business, from our head office in Chester we have dedicated teams whose deep understanding of data quality solutions ensures that they offer the very best service to our customers.

### Free data quality audit:

Once you [register](#) you can securely submit a file to our fully automated service. We will then provide you with a comprehensive report of your data and recommendations to help improve your data quality.



☎ 0151 355 4555

✉ info@data-8.co.uk

🌐 www.data-8.co.uk

Data8 Limited 4 Venture Point Stanney Mill Road Chester CH2 4NE