

Unlock the **full potential** of your data with



At Pure Data, we know that your data is the lifeblood of your business. That's why we offer a comprehensive suite of services designed to help you harness the power of clean, accurate, and reliable data. From precise data acquisition to meticulous data cleansing, our solutions ensure that your data works harder for you.

What is our **Pure Data** service?

Pure Data is Citipost's dedicated data service designed to help you have confidence that your data is clean, relevant and compliant. And where you need acquisition or top up data, we can help you ensure the data is targeted to your campaign or business needs.

Our services include:



Data Cleansing

Eliminate errors, inconsistencies, duplicates and records of consumers who have moved or are deceased from your datasets. With Pure Data, your information is always pristine and ready to deliver actionable insights.



Data Acquisition

Gain access to high-quality, relevant data tailored to our specific needs. We source and curate the data that drives smarter decisions and better outcomes.

Why should cleansing your data be a regular feature of your marketing strategy?

Data degradation can be a very costly problem if your data is not checked frequently. If left for a year, then your data will go out of date by as much as **30%**. Cleansing your data frequently will also ensure that it is GDPR compliant.

Did you know there are...



Approximately

100,000

house moves per month



Around

2.7m

individuals change address each year*



GDPR regulations

that state 'every reasonable step should be taken' to ensure data accuracy

...so it is very difficult to know the state of your database and project campaign ROIs without regular cleansing.

Get in touch today to claim your free data health check and receive the results back within just a few hours.

* This statistic includes consumers who have moved or are deceased.

What if I have a lot of inactive records identified in my data cleanse?

You have several options that we are here to support you with. You can:

1. Keep the inactive files in your data set, and use this information to adjust your projected campaign ROI.
2. Let our team handle your outdated records by suppressing the files for you. We will identify and remove the inactive data, providing the reasons for each suppression, so you can keep your inhouse data lists up to date.
3. Our team can remove the inactive files and purchase new data for you from our Pure Data service. We can help you understand an indepth profile of your marketing dataset and provide you with new data that is the perfect match to your current consumer information.

Poor data costs your business.

Out-of-date data means that businesses are:

- Wasting pack costs sent to customers who are no longer there
- Potentially making poor decisions on out-of-date data sets
- Possibly damaging their brand through the use of inaccurate data
- Potentially breaching GDPR Article 5 stipulations



We help businesses save money

Recently, we performed a complimentary data health check for a client in the charity sector, cleansing over 110,000 records. We found that over 10% of their data was outdated, belonging to clients who had moved or who were deceased. To optimise their marketing budget, the client then decided to suppress these outdated records, saving the charity over £10,000 on their campaign and significantly improving its ROI.

Cleansing over
110,000
records

Over **10%**
of data was outdated

Saving over
£10,000

Is Pure Data GDPR compliant? Yes!

Our marketing data compliance policies ensure that every record strictly complies with the ICO code, the DMA code of practice, the EU Electronic Communications Act and the GDPR code of regulation.



Certificate Number 15165

**Make significant savings
on your marketing mail
and have data confidence**

CLAIM YOUR **FREE** DATA HEALTH CHECK TODAY

When your data is clean, accurate, and well-organised, it fuels better decisions, improves customer experiences, and drives business growth. With Pure Data by your side, you can trust that your data is in the best hands, enabling you to focus on what truly matters—growing your business.

Contact us to find out more