

Data Enrichment Services™

With better data comes better relationships

Ensure your marketing communications reach your donors and prospects on time and within budget.

Blackbaud partners with CCR Data to help you communicate more effectively with your constituents, better target your appeals and save production and postage costs.



LEARN MORE TODAY

W. www.blackbaud.co.uk/datacleaning

T. +44 (0) 0207 601 7100

or contact your Blackbaud Account Manager

Keeping it clean

Blackbaud's Data Cleansing bundle provides you with all of the data quality services you need to ensure that the contact information in your Raiser's Edge® Database is as accurate and up-to-date as possible. It includes:

Movers



In the UK more than 6 million people move house each year. Where a customer has moved, we provide you with the forwarding address so that your communications remain uninterrupted and the relationship retained.

Goneaways



Where someone is known to have left the address you hold but provided no forwarding address, we flag the record to avoid wasted postage and brand damage caused by inaccurate mailings.

Deceased



Removing deceased individuals from your system not only reduces your wasted mail costs, but also helps avoid causing emotional distress to the family.

Postcode Address File (PAF)



The PAF is a complete database of every address in the UK to which mail is delivered. By verifying your address file against the PAF database you can ensure prompt and reliable delivery of your direct mail.

Mailing Preference Service Screening



The MPS is a list of individuals who wish to limit the amount of direct mail they receive. Blackbaud will ensure you are adhering to best practice by flagging any records that are registered with the MPS.

Find out more:

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With better data comes better relationships

In addition to our Data Cleansing service, we are also able to improve the depth and insight delivered by your data.

1

Wealth Profiling

Add wealth data to your contact records. Information such as liquid wealth or investments will identify the potential major donors you need to target.

2

Email Append

Digital communications are vital and cost-effective. We can help fill in any gaps you might have in your email addresses.

3

Telephone Append

We use the UK's leading telephone number file to access over 27 million landlines, vastly improving the accuracy of telephone numbers within your data.

4

MOSAIC Profiling

MOSAIC UK is Experian's consumer classification tool which places each household into 67 types. Each type will give you more information on likely characteristics such as purchasing and demographic characteristics.

5

TPS Screening

The Telephone Preference File (TPS) contains details of individuals who have registered not to receive unsolicited telephone calls.

It is a legal requirement that organisations do not make calls to numbers registered on the TPS.

6

Date of Birth Append

Accessing a file of over 49 million individuals built upon the Electoral Roll gives us the ability to add date of birth to your data at an individual level.

Find out more:

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Who is CCR?

CCR is one of the UK's leading data cleansing companies. They designed, built and continue to develop ADAM – the data processing platform utilising data cleansing suppression files to ensure data is as clean and up to date as it can possibly be.

Why do we partner with CCR?

Both Blackbaud and CCR's focus on the not-for-profit industry have brought us together for over 10 years now. Our partnership has enabled us to better serve our Blackbaud customers by developing an import and export process for data to be easily imported back into Raiser's Edge.



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