



Data Sets Guide



Data Quality Expertise

Data Sets From Capscan

Capscan provide a wide range of data sets, which can be used in conjunction with United Kingdom (UK) address data in Capscan products. The information from the additional data sets can be appended to address records at the point of capture or added during the batch cleansing process to further enhance existing address data. Address records for example can be linked with Ordnance Survey (OS) grid co-ordinates and mapping to assist in logistics planning or with commercial data for use in accurate customer profiling, targeting and analysis.

Consumer Names Data

When a contact name of a relevant household is linked to a Postcode Address File (PAF) address, it allows the householders names to be used as part of an interactive or batch search for the address. This not only increases match rates, but also allows misspellings in both the name and the address to be corrected. When consumers names data is used in conjunction with PAF in an addressing product it enables you to:

- Quickly and accurately capture names
- Attach a full address along with the name of the person(s) living at the address
- Correct misspellings in both the name and the address
- Validate the name and address details provided against a name or address recorded in a names database, e.g. DBS LifeBase
- Increases match rates in interactive searching and batch cleansing
- Improve the accuracy and quality of your contact database

DBS LifeBase

LifeBase is a consumer data pool of over 45 million online purchasers & registrations, Insurance & Finance Enquirers, Directors at Home, Investors, Electoral Roll, Census and call centre records. Telephone & online surveys add detailed selectivity to LifeBase making data selection & targeting very precise. Geo-demographic and socio economic overlays provide the ability to select consumers by 85 financial and investment profiles - from the wealthiest high flyers and landed gentry to the sub-prime and high credit risk households. LifeBase will give you access to a person's full name, their title and gender and (in some cases) their date of birth. Additional overlays available include: Year of Birth, Length of Residency, Demographic group, Income Group and Attainer.

Commercial Data

By adding commercial data to your customer database you can build a more accurate and comprehensive picture of your customers and prospects. The additional business information will enable you to profile your contact database and identify new prospects. This will help you improve your targeting in your sales and marketing campaigns. When a business database is used within an addressing product it allows you to:

- Capture a full and accurate business address
- Enhance database analysis and profiling with business information
- Improve automatic matching rates where there is a high incidence of business addresses
- Improve the accuracy and quality of your business database.
- Reduce fraud by verifying businesses and places against the organisational names and addresses on a commercial database
- Add the telephone and fax numbers of an organisation to an address record
- Access business profiling information like SIC codes (UK & US), the year a business was established, and the size of a company by number of employees and sales/turnover

- Access detailed site location information including location indicator and the number of employees on site
- Access business location unique reference numbers (e.g. D-U-N-S® Number)
- Access international business data overlays for cross border marketing

D&B UK Marketing File (UKMF)

The D&B UK Marketing File (UKMF) consists of over 3.4 million actively trading organisations, ranging from small businesses and shops through to blue-chip corporations. The UKMF business database is one of the most comprehensive business data sources in the UK. The database is designed to work alongside the standard PAF data or to be used independently as a stand-alone database. The file includes detailed profiling information like SIC codes, the year a business was established, size of a company by number of employees and sales/turnover, site location information including location indicator and the number of employees on site, and company contact information like first name, surname, salutation, gender and function of up to 17 executives.

The business information available from UKMF business database includes:

- D-U-N-S® Number
- Fax Number
- SIC Codes (US & UK)
- Line of Business Description
- Company Employees
- Site Employees
- Sales/Turnover
- Year Started
- Location Indicator – Head Office, Single Site or Branch
- Company Contact details - first name, surname, salutation, gender and function of up to 17 executives.

Lifestyle and Geodemographic Profiling Data

Mosaic UK

Mosaic UK is Experian's market-leading consumer segmentation product and classification system that covers the whole of the UK. Experian's Mosaic lifestyle and geodemographic profiling data can be used for customer data analysis and planning future marketing campaigns. Mosaic UK classifies the 24 million households in the UK into 11 groups, 61 types and 243 segments and is unique in being a dual household and postcode classification. Mosaic UK is updated each year.

Acorn UK

ACORN adds significant value to that data with accurate customer profiling, targeting and analysis, to increase engagement with customers and deliver successful overall marketing strategies. Created by CACI, a leading provider of marketing solutions and information systems; ACORN is a geo-demographic segmentation of the UK's population which segments small neighbourhoods, postcodes, or consumer households into five Categories, 17 Groups and 56 Types, based upon census data and other information such as lifestyle surveys.

Geographical – Location Data

Geographic coordinates when combined with addresses can be a powerful tool for logistics planning and marketing cluster analysis. When an address is linked to a grid-reference point the exact location can be shown visually on a map, helping organisations to locate a desired

destination with pinpoint accuracy. This can be extremely useful to government organisations or utilities companies in logistics rationalisation for pinpointing the location of a faulty water mains or a gas leak, and for high street retailers in showing the whereabouts of a store or outlet to enquirers.

Five organisations; the Office for National Statistics (ONS), Ordnance Survey (OS), Ordnance Survey of Northern Ireland (OSNI), the General Register Office for Scotland (GROS) and Royal Mail work together to provide a core set of postcode location data called Grindlink[®]. Grindlink[®] data is the basis for all postcode location products. Postcode level grid reference and latitude and longitude data are provided via ONS Postcode Directory (ONSPD).

Available data sets include:

- Ordnance Survey ADDRESS-POINT[®] (Address Layer 2)
- Grid Reference data (100m or 1m resolution)
- Latitude and Longitude coordinates
- Local Government data

ADDRESS-POINT[®] (Address Layer 2)

ADDRESS-POINT[®] is a data set that uniquely defines and locates residential, business and public postal addresses in Great Britain. It is created by matching information from Ordnance Survey digital map databases with more than 28 million addresses recorded in the Royal Mail[®] Postcode Address File (PAF[®]). Each address has a unique Ordnance Survey ADDRESS-POINT reference (OSAPR). Further, ADDRESS-POINT[®] carries a status flag to define the quality and accuracy of each address as well as indicators for change and source currency. It is a powerful planning and marketing tool that can be used for the identification and precise location of postal addresses. As of 2010 the ADDRESS-POINT[®] data is built from an extract of OS MasterMap[®] Address Layer 2.

Geographical - Healthcare, Education and Government Data

Public Sector codes can help organisations improve logistics planning and enhance administrative efficiency. It can be used to help plan delivery routes, map service areas and distribute resources or locate facilities. For example, a healthcare establishment can associate a Primary Trust to a patient address record, enabling them to establish how fees should be paid and by which authority.

The data is supplied by a number of sources including Royal Mail, the Office for National Statistics (ONS), and the National Health Service (NHS) Executive. The data sets available include, for example:

- Local Authority Ward codes
- Local Education Authority codes
- Parliamentary Constituency and MP Name
- European Constituency and MEP Name
- District Health Authority codes
- Primary Care Area codes

ONS Postcode Directory (ONSPD)

ONS Postcode Directory (ONSPD) is a data set provided by the Office of National Statistics. It lists all unit postcodes in the UK and assigns them to a range of administrative, health, electoral and other geographies. It also provides postcode grid references and latitude and longitude coordinates.

A number of sub data sets are available, including the Healthcare, Government and Education.

Healthcare Directory

The information contained within the Healthcare Directory includes:

- Health area code and name
 - England: strategic health authority
 - Scotland: health board
 - Northern Ireland: health & social care board
 - Isle of Man & Channel Islands: health authority
- Primary Care area code and name.
 - England: primary care trust/care trust/care trust plus
 - Wales: local health board
 - Scotland: community health partnership
 - Northern Ireland: local commissioning group
 - Isle of Man: primary healthcare directorate

Government Directory

The information contained within the Government Directory includes:

- UK member state country code and name
- Constituency code and name
- MP name and party
- Administrative County (Postcode County) code and name
- Local Authority District code and name
 - England: local authority district/unitary authority/metropolitan district/London borough
 - Wales: unitary authority
 - Scotland: council area
 - Northern Ireland: district council area
- Ward electoral division code and name
- European Electoral Region code and name
- Government Office Region code and name
- Nomenclature of Units for Territorial Statistics code and names
- Local Administrative Units names
- Standard Statistical Region
- Output Area/Super Output Area/Data Zone
- Various other statistical region codes

Education Directory

The information contained within the Education Directory includes:

- Local Education Authority (LEA) name and code
 - England: local education authority
 - Wales: local education authority
 - Scotland: local education authority
 - Northern Ireland: education and library board
- Local Learning and Skills Council name and code
 - England: local learning and skills council
 - Wales: dept. of children, education, lifelong learning and skills
 - Scotland: enterprise region

UK and International Address Data

Postcode Address File (PAF®)

Royal Mail's Postcode Address File (PAF®) is the most up-to-date and complete address database in the UK, containing over 28 million addresses. PAF® is an invaluable tool for online address verification, cleansing and maintaining mailing lists and databases, as well as reducing the number of returned or undelivered items. It can help organisations:

- Improve sales and marketing through better targeting
- Provide a more effective and responsive customer service through quick and accurate identification or validation of an enquirer's address
- Enhance marketing communications and brand image through accurate addressing
- Reduce costs, duplicates, waste and undeliverables through more accurate and efficient mailings
- Verify and validate address information on websites and all points of contact

The PAF data gives you access to details of all of the Address, Address Elements (e.g. building, locality, organisation), Address DB Codes (e.g. address and organisation keys, barcode), Alias (e.g. administrative and traditional county names and numbers), and Country fields information.

Multiple Residence/Multiple Occupancy Data

The Multiple Residence data identifies those addresses where mail is delivered to a shared Delivery Point. This means premises with one front door (Delivery Point), behind which the building has been sub-divided into flats, units, etc. The shared Delivery Point is known as the 'owning DP'. An example would be a block of flats where there is a letter box on the front door but no access for the postal delivery person to visit any individual flats within the block. Multiple Residence data can only be captured where there is an address structure (e.g. 'Flat A' and 'Flat B', 'Upper Flat' and 'Lower Flat', or 'Unit 1' and 'Unit 2' etc.). Multiple Residence data does not include: bedsits, marinas, caravan sites, hostels, hotels, prisons. This information is particularly important for companies operating in the areas of credit scoring, telecommunications, insurance quotes and risk assessment, utilities, invoicing and fraud prevention

Royal Mail's Not Yet Built™

Royal Mail's Not Yet Built™ address data is the only comprehensive database available that enables you to identify postcodes and addresses for properties that are under construction or in the planning stage. Royal Mail forms part of the process by which an address is created. This means that information relating to new developments is received on a daily basis. This information has been used to create a new system which gathers and maintains Not Yet Built™ delivery points as soon as planning permission is granted. Not Yet Built™ is a powerful marketing tool for organisations such as utility companies, credit referencing agencies, retailers and education authorities.

Pointer®

The Pointer® database is the most complete authoritative database of all Northern Ireland addresses. It is a standardised database which holds address information for every property in Northern Ireland. It provides the option to return additional fields such as accurate grid co-ordinates, Townland names, business classifications and unique property reference numbers as well as other useful property profiling information.

Pointer[®] was created collectively by the Ordnance Survey of Northern Ireland, Royal Mail and the Valuation & Lands Agency. In the database, each property has a unique reference number and geo-spatial coordinates. Pointer[®] provides infrastructural support to private and public sector organisations alike. It contains detailed address information such as building numbers and names, postcodes, secondary thoroughfare and locality information where available, post town, building status, organisation and department name, sub-occupancy details, unique geo-codes, unique property reference numbers (UPRN), business names, delivery point status and derived business use information, and business classification information.

Mailsort[®] and Walksort[®] Data

Mailsort[®] and Walksort[®] are bulk mailing discount schemes which allow organisations to receive discounts if the mailings are presorted and organised into specific groups, all with the correct addresses. By using computer software to sort the mail as it is being produced, it saves Royal Mail time, enabling them to offer businesses discounts for the time saved. Typically, sorting your own mail and making sure at least 90% of the addresses have the correct postcode, can save you up to 30%. The Mailsort[®] database is the key to sorting your mailings. It contains the entire list of Postcode details, grouped into the following selections:

- final, or local, delivery office (Direct selections)
- selections for machine sorting (Mailsort 700 Direct selections)
- sorting offices or Mail centres, based on Postcode areas (Residue selections)

Both Walksort[®] and Mailsort[®] are bulk mailing discount schemes but with Walksort[®] you have to perform a greater level of sorting to qualify for its discounts. As the name suggests, if you hand in your mail consignment sorted right down to the level of individual UK postal walk, Royal Mail recognises this greater level of preparation through higher discounts. The Walksort[®] database contains similar information to the Mailsort[®]. The Walksort[®] database contains records for every postcode, each of which will have an eight digit Walksort Code, made up by the five digit Mailsort[®] Direct selection code and a three digit Walk Identifier. Each Direct selection represents a Delivery Office, and each Walk Identifier denotes a specific postal walk within that office's coverage area.

International Address Data

In addition to the Royal Mail's Postcode Address File for the UK and Pointer[®] for Northern Ireland, Capscan also offer address datasets for 240 countries or territories worldwide. The data available is unrivalled in terms of quality and level of detail, with information of up to locality (city) level available for all 240 territories, and street level information available for more than 90 countries.

The data available for each country or postal territory is graded in terms of coverage and quality. For a 'Diamond' country this means address information of up to Number Range level and is available for most of the country, whilst for 'Platinum' it is up to Street and Locality level.

Our 'Expert System' countries data is our premium data set characterised by exhaustive street directory information, whereby country specific features are taken into account. The level of address detail and population country coverage provided by 'Expert Systems' data, are superior to that offered by local postal authorities. For example, Capscan's extended data set for Italy takes the coverage of the Italia Post file from the standard 60% of the population to over 90%.

	Address Data Detail
Expert System Countries	23 countries with enhanced data and extended tables including Austria, Germany, France, Italy, Spain etc. Our 'Expert System' countries data is characterised by exhaustive street directory information, whereby country specific features are taken into account.
Diamond Countries	12 countries with Number Range, Street (where available), Locality (City), Country and Postal Code (where used) information. Countries include Austria, Australia, Canada, France, Germany, Singapore, USA etc.
Platinum Countries	68 countries with Street (where available), Locality (City), Country and Postal Code (where used) information. Countries or territories include Argentina, Brazil, Hong Kong, India, Kuwait, Poland, Portugal etc.
Gold Countries	10 countries with Street* (where available), Locality (City), Country and Postal Code (where used) information. Countries include China, Denmark, Italy, Japan, Spain, Taiwan, Thailand etc.
Silver Countries	155 countries with Locality (City) and Country information. Countries or territories include American Samoa, Colombia, Costa Rica, Cameroon, Egypt, Israel, Philippines etc.

Data sets for enhancing international addresses are also available from Capscan. These include business, consumer names and customer profiling data which is available for most European nations and geo-codes (Longitude and Latitude co-ordinates) for 80 over countries.