

CONTEXT DATA!
 GLOBAL DATA!
 LOCAL DATA!



Quality Report

A DETAILED ANALYSIS OF MY CUSTOMER AND PROSPECTIVE CUSTOMER FILES

Improve the analysis and profiling of my data

In the marketing sector, the quality of a database is fundamental for successful marketing or telephone sales initiatives. Infobel has perfected a Quality Report service, providing a clear, complete and detailed diagnosis of your record files or databases.

Your files of current or prospective customers

- Has it been properly qualified?
- Are data complete and up-to-date?
- Has the target group been identified?
- Is information duplicated?

The benefits of the Quality Report

- Check on the quality of telephone data held on a file;
- Identifies relocations (measures the rate);
- Identifies duplicates (measures the rate);
- Checks the quality of identifying data (address, district, postcode);
- Issue of a detailed report with a quantified estimate of the potential savings on tele-sales and marketing.

Example: File with 105,000 files with telephone numbers

Stage 1	Number of files submitted by the actual or prospective customer	105000	100%
	Number of telephone nos. validated by Infobel (matches)	48763	46%
	Number of telephone nos. added by Infobel (Add)	15247	15%
	Number of telephone nos. updated by infobel (Update)	16382	16%
	Potential to improve the file	31629	31%
Stage 2	Identification of relocations by Infobel	4053	3,86%
Stage 3	Identification of duplications by Infobel	803	0,76%

Timescale : 3 working days from receipt of original record file.
 Based on the analysis of the file, we provide the following services:

- Updating and validation of telephone numbers;
- Identification and potential to update relocations;
- Identification of duplicates;
- Identification of SoHos* within a file of residential addresses;
- Scoring of the business activity;
- Identifying new target groups on the existing database that offer high added-value.

* Small office Home office

About Infobel : Kapitol is the publisher of Infobel products specializing in B2B and online services. With a global digital platform, Kapitol-Infobel publishes and continually updates a database of some 350 million telephone subscribers and 186 million businesses worldwide. Operating throughout the world, Kapitol-Infobel also offers numerous B2B solutions including a large range of products and services that allows customers to get or improve, use data for the purposes of publication, marketing, advertising, and other data purpose.



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File provided by the client

Number of records submitted by the client	Source	442444	100%
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1 Validation - Addition - Update

TELEPHONE

Number of telephone numbers validated by Infobel	Matches	230832	52%
Number of telephone numbers added by Infobel	Add	63512	14%
Number of telephone numbers updated by Infobel	Update	31190	7%
Potential file improvement with Infobel		94702	21%
Telephone file quality after processing	Best of Phone	325534	73%

FAX

Number of fax numbers validated by Infobel	Matches	44727	10%
Number of fax numbers added by Infobel	Add	25837	6%
Number of fax numbers updated by Infobel	Update	2224	1%
Potential file improvement with Infobel		28061	7%
Fax file quality after processing	Best of Fax	72788	17%

VAT

Number of VAT numbers validated by Infobel	Matches	295371	67%
Number of VAT numbers validated by Infobel	Add	12633	3%
Number of VAT numbers updated by Infobel	Update	8463	2%
Potential file improvement with Infobel		21096	5%
VAT file quality after processing	Best of NID	21096	72%

2 Identification of movers

Number of records submitted by the client	Source	442444	100%
Movers	Muta	6894	2%

3 Identification of duplicates after file processing

TELEPHONE

Number of unique telephone numbers	Distinct	287021	88%
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FAX

Number of unique fax numbers	Distinct	72788	100%
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TVA

Number of unique VAT numbers	Distinct	316467	100%
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Glossary of terms that may be used when the file is supplied:

Record :	Record	Best of VAT Match :	Number of matches with the Business database
Source :	Source file provided by the client	Best of VAT :	Number of matches with a VAT
Source Phone :	Number of telephone n° in the source file	Validation :	Present in source and result with the same value
Source Fax :	Number of fax n° in the source file	Add :	Absent from source and added to result
Source VAT :	Number of VAT n° in the source file	Update :	Present in source and result with a different value
Distinct :	Number of unique n°	No Match on VAT :	No validation, addition, update possible on VAT (no name and address match)
Full Match :	Full match on name and address	Sourced, no Match :	VAT present in source and no validation, addition, update possible
Partial Match :	Partial match on name and address	Missing Registered :	TVA présent dans la source et enregistré mais pas de match possible (autre dénomination ou autre adresse)
Unlisted :	Listed in source, but not in the Infobel directory	Registered AdrDiff :	VAT present in source and registered but no match possible (other name or other address)
Muta :	Data for which an address change was found		
Best Of :	All data validated, updated and added		
Validation :	Present in source and result with the same value		
Add :	Absent from source and added to result		
Update :	Present in source and result with the same value		
No match	No validation, addition, update possible, unidentified		
Sourced, no match :	Present in source and no validation, addition, update possible, unidentified		
Source :	Source file supplied by the client		
Registered :	VAT present in source and picked up in the Infobel Business database		

Conditions

- Delivery time: maximum three working days from the time of order.
- Prices and deadlines are provided for information and are confirmed at order time.

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AMÉLIORER LA QUALITÉ DE MES DONNÉES