



Data cleansing for the 21st century

For the first time, a data cleansing system which is powerful and intuitive to use.

The latest self-learning technologies have been harnessed to create Cleanse+, a new cloud-based data cleansing service from Postcode Anywhere. Achieve superior results in a fraction of the time.

Every wrong address costs you money

Have you ever received poorly addressed mail with inaccuracies and errors? What impression does that leave you with of the sender? In business, every poorly addressed item is a costly missed opportunity, wasting marketing budget and leaving customers with a poor experience.

So advanced, it's easy to use

Cleanse+ is the first address quality product that uses Postcode Anywhere's innovative Adaptive Cleansing Technology™. This revolutionary approach improves direct marketing response rates - while shielding your customers against the irritation of poor-quality addressing.

Address cleansing benefits

- ▶ **Save time and money**
Cleansing saves you money on incorrectly addressed mail and increases marketing strike rates.
- ▶ **Enhances management information**
Clean and accurate data gives you more consistent business intelligence.
- ▶ **Improves customer experience**
Accurate data increases the value of customer records and shows you have a caring and organised approach to business.

“For too long, the methodology for cleansing and standardising address data has been to laboriously and slavishly compare it against postal address files. Cloud computing significantly speeds up the analysis of data and allows systems to become self-learning.”

Graham Rhind
GRC Data Intelligence



Visit us online

www.postcodeanywhere.com/cleanse-plus

Contact

T | 0800 047 0495

Product Features

- 1 **A "click & go" product**
Cleanse+ is simple and intuitive, giving the best results while providing advanced features for more experienced users
- 2 **Intuitive interface**
Clear and simple web interface with an easy drag-and-drop set-up
- 3 **Adaptive Cleansing Technology™**
Unique to Postcode Anywhere, this self-learning system cleans addresses according to real-world user behaviour
- 4 **Rapid upload system**
Zero preparation. Unlike other systems, you don't need to spend time formatting and preparing your data before running it through the cleanser



Suppression data support

Options to suppress against National Change of Address (NCOA), Mortascreen, and the Mailing Preference Service (MPS)

Why Postcode Anywhere?

- No software**
Postcode Anywhere's cloud-based architecture delivers all of our services. You don't have to worry about a thing – we take care of infrastructure, updates and processing power.
- Fast, reliable and scalable**
All the heavy lifting is performed on Postcode Anywhere's proven cloud platform.
- Latest data**
We source the most frequent updates from our data providers to ensure the best results.



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Contact

Postcode Anywhere
Enigma House, Elgar Business Centre
Hallow, Worcester WR2 6NJ