■ **IN THIS ISSUE OF POSTCODE NEWS**

○ *Find out how one mail order company is saving money with Censation. All AFD Address Management software users have access to Censation.*

○ *Six steps to profiling with Censation. How much could it make or save your organisation?*

○ *The range of AFD Server based address management solutions has never been richer or easier to use. Find out more.*

○ *Mercy flights in one of the worlds poorest countries is now easier thanks to AFD.*

More for Mulberry Bush

Jonathan Copeland

Following the recent introduction of Censation™, AFD's Geodemographic System into all AFD Postcode solutions Jonathan Copeland, Managing Director of Mail Order firm Mulberry Bush wrote to tell us how he has gained new insights that will save money over the coming year.

"We are a mail-order toy company, trading for about 7 years. On the recommendation of another mail order business we used your postcode look-up software from day one, and as a result we have very accurate addresses for our own customer database. (Having bought several defunct companies' lists we know what bad data entry looks like!)"

"I was very pleased to see that you were adding geodemographic data from the beginning of this year and, as soon as time allowed, got on with profiling a) our most recent buyers to make a comparison with b) the mailing list we used in the autumn. (We swap chunks of lists with other mail order companies to build our autumn mailing requirements)"

"In a nutshell we have profiled 140,000 names that we mailed in September and compared this with the buyers that resulted. This has enabled us to see the best sectors for our buyers, and also to see where buyers are disproportionate both to the national proportions and to the proportions we mailed. As a result we have identified 13 segments that look to be particularly good or favourable for us, and of course also to identify a number of segments that are not good."

Mulberry Bush
www.mulberrybush.co.uk

"Fortunately it looks as if our own list and most other lists we use are similarly light in these poor areas, but we can now decide not to mail at all those individuals in these profiles, which will result in immediate print and postage savings. Similarly we might now decide to re-mail better segments where we know we have the best chances."

"However one that had not performed too well for us turned out to have only a 55% match with our best segments, whereas the better lists had in excess of 70%. We now better understand why some lists work and some don't and are in a position to mail the better segments and avoid those that are less likely to respond which we hope means we can turn a poor list into a smaller, better targeted one."

"Other immediate insights are that we can see how different types of customer place their orders. There is a very obvious (and unsurprising) use of post by D & E codes (struggling & striving) and a greater proportion of orders placed over the Internet by W codes (young families). Again not surprising, but we can already see that this tool will enable us to identify who these people are which we could not do before."

"There is nothing new in all this of course, but what is so good is that we can do it ourselves, very simply, and look at the data in a host of ways. We are now undertaking a mailing to prospective customers that we have profiled and we wait to see what happens"

Jonathan Copeland

www.mulberrybush.co.uk

ELECTORAL ROLL DATA

FULL OR EDITED?

Many people are aware that The People's Act 2000 affects availability and access to UK Electoral Roll data sets, collected during and after 2002. Local authorities now supply to commerce an edited version of the electoral roll, which excludes the names of UK voters who have opted out of it.

Around 26% of UK voters opted out of the most recently collected Electoral Roll. AFD had made contingency plans to ensure that in a high proportion of cases, gaps could be filled from other legitimate data sources. This protects the benefits our customers gain from AFD solutions in a wide variety of contexts. For example, data from the edited electoral roll is clearly identified and may be used for marketing purposes* and a residency data universe substantially similar to the full Electoral Roll is maintained for use by financial institutions and tracing agencies.

In certain circumstances AFD Software may still supply the Full Electoral Roll. This can only be done after a careful assessment of the legal position for both availability to a particular organisation and accessibility for particular purposes. Organisations that can be considered include government departments, police authorities, certain councils and financial organisations.

www.afd.co.uk/names.asp

*restriction apply, see product license for details.

WHAT IS CENSATION?

Every postcode has one of 52 'Clusters' or Codes assigned to it. This simple four-character code identifies:

CENSATION
making sense of your data

How rich or poor are my customers likely to be? The first letter in a Censation code shows how rich or poor people living in a postcode are likely to be. Are your customers wealthy, prosperous, comfortable, striving or struggling?

What stage of life are they likely to be at? The second letter in Censation code shows how likely your customers are to be young singles, young families, older families, families with children who have left home (empty nesters), seniors, etc.

Any distinctive features? The last two digits of a Censation code highlight distinctive characteristics drawn from the underlying Census, Residential or Commercial data or from the lifestyle validation. A short additional description is put in descending order with the strongest or most likely attribute first. Finally a detailed supporting table with over 30 different characteristics is provided.

www.afd.co.uk/censation.asp

What will your business do with Censation?

1. PREPARE ADDRESS DATA READY FOR PROFILING

Using Censation to Profile your prospects, customers, non-responders and responders involves appending Censation codes to each of the addresses on your databases. To append a Censation code requires a full accurate postcode. So the first step is to ensure your databases are up to standard. To do this we recommend you purchase a Refiner license. Refiner is easy to use and will help clean up your address data automatically appending Censation codes while it cleans.

2. APPEND CENSATION CODES TO YOUR DATA.

Refiner will append data however, if like Mulberry Bush you are an existing AFD customer you may wish to append Censation codes using the application Programmers Interface which is delivered as part of AFD Address Management solutions.

3. ANALYSE THE RESULTS

When looking at results it is important to ask questions and understand what you are comparing. What are the differences between responders and non-responders? What are the differences between loyal, high spend customers and fickle, low spend customers? Could the results have another explanation - for example regional differences? Sometimes, a simple understanding that young families place orders via the net, and poorer families order by post is all the insight you need. Other times you will need to draw on your experience, and other data sources. Do the results conflict with a common sense view and if so why?

4. BUILD A PROPOSITION BASED ON THAT ANALYSIS

Once you are confident about which categories your customers and prospects / responders / non responders are in, you can begin to communicate accordingly, drop prospects less likely to respond and concentrate resources on those more likely to respond.

5. TEST THE PROPOSITION

If you are thinking of making a major change to direction or procedure then take a reasonable sample and test it.

6. EVALUATE THE OUTCOME OF THOSE DECISIONS

Are you getting the higher response rates and increase in business you predicted? Did avoiding the profiles unlikely to respond make little overall difference to sales, while saving you marketing money?

"Using any quality geodemographic system is better than using none"

Dr. Tim Drye - Marketing & Geodemographics Expert (www.datatalkonline.co.uk)

If your organisation does not have the skills to carry out profiling why not look at Profiler + Censation. This software solution is produced by the Data Processing Company an AFD Partner specialising in geodemographic solutions.** www.profiler-plus.co.uk

**AFD Software Ltd does not warrant the suitability of Profiler + Censation or any other partner solution to carry out a particular task.

EVERYDAY WORK FOR AFD SOLUTIONS

Hundreds of universities and further education establishments use AFD solutions for efficient student name and address collection and management. For example, De Montfort University with around 23,000 students, uses Names & Numbers throughout the campus.

AFD solutions are at work in local and national government departments. One quarter of the British Army is made up from the Territorial Army and as part of the TA ARCADE system, AFD Postcode ensures data accuracy, simplifies address entry and helps avoid duplicate entries at 400 TA centres UK wide. The ARCADE system handles everything from initial enquiry through to passing out on the parade ground.
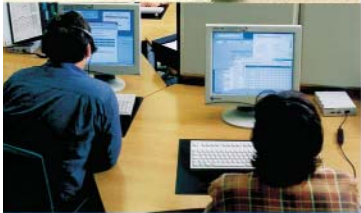
Insurance & Finance are core parts of the UK economy. Many finance and insurance institutions use AFD solutions. Payment Shield process thousands of electronic payments for policyholders and use AFD BankFinder to check that bank and account details are accurate prior to submission to the UK banking system.

The United Kingdom is made up of Island nations so its no wonder the Royal Yachting Association has nearly 100,000 members. The RYA use a wide range of AFD products to cover address entry, name validation, address cleansing and capture of addresses on the Internet. Hundreds of other membership organisations and charities use AFD solutions.

Government. Charity. Membership. Education. Finance. Retail…. wherever you look, names, addresses and bank details are core to the efficient administration and marketing operations of most organisations. AFD solutions are proven to save time and money and deliver accuracy wherever this data is collected and maintained on the Internet, network, desktop or mobile.

What could AFD do for your organisation?

ATLANTIC CROSSING

AFD Technical Director John Dolman is well known to many AFD customers and partners. After fourteen years managing and growing AFD technical operations, he, his wife Chris and two of his four boys are moving to Canada to care for aging relatives and begin a branch of CCSM a charity which assists the Church in China. John remains a great friend of AFD and will continue to provide technical consultancy.
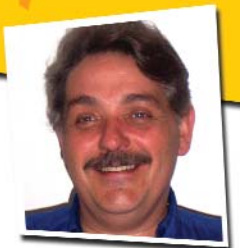
John Dolman

PLATFORM/OS	SOFTWARE SOLUTIONS		
	Postcode Plus	Names & Numbers	BankFinder
MSSQL	✓	✓	✓
Oracle (UNIX/Windows)	✓		✓
XML	✓	✓	✓
UNIX	✓		✓
Web Server (UNIX CGI)	✓		
Web Server (Win ActiveX)	✓	✓	✓

EXPLORE AFD SERVER BASED OPTIONS

AFD Postcode Plus, BankFinder and Names & Numbers are all available in server-based formats that fit neatly with existing systems, help minimize development time and resolve cross platform issues. The entry point for server-based solutions is 20 users.

These options have all the other advantages of being server-side such as portability, reduced maintenance and reduced distribution overheads.

Fully functioning example source code for all AFD implementations that can be easily adapted to suit your needs are available for download. Documentation and examples are readily available online and expert technical assistance is free by telephone and email.

Of course we continue to support a host of other development environments. If you don't find yours at www.afd.co.uk/downloads.asp please ask.

MAF MERCY MISSION IN MADAGASCAR

The world's fourth largest Island with an area roughly twice the size of the UK, Madagascar lies off the coast of Mozambique in the Indian Ocean. Its 17 million people are among the poorest in the world and there are few tarmac roads. Regular cholera epidemics and two recent cyclones have brought further misery.

Mission Aviation Fellowship (MAF) - who provide aviation and technology services to hundreds of Christian and humanitarian organizations worldwide - has a base in Madagascar operating planes to give access to remote areas. They shared three major needs with AFD.

The aging IT systems that underpin flight bookings, logistics and finance were causing daily problems and needed urgent replacement. Sites for new landing strips needed to be found more quickly to service populated but inaccessible areas. An efficient and safe electrical supply for the vehicle workshop needed to be established.

A few months back AFD made a donation to cover these projects and already a new IT system has cut out the daily nightmare of failing infrastructure, two quad bikes (which will fit in a light aircraft leaving room for four passengers!) are multiplying the speed with which suitable landing sites can be located and efficient electricity supply is now providing safety and new productivity to the vehicle workshop.

AFD Software Managing Director David Dorricott says "We enjoy making a difference to thousands of organisations with our affordable software and to thousands of people by channelling profits through organisations like Mission Aviation Fellowship. MAF have moved quickly to apply the resources and solve the problems they highlighted."

Data News - Q.2/04

AFD strongly recommend that customers update their Postcode products by ordering the latest update. This will not only update the major changes and recodings that have taken place since the last update but will also provide product enhancements.

Fresh data for all the AFD Postcode Range, BankFinder and MailSaver are available now. Updates for Names & Numbers will be available from May.

Prices per update CD £30 + VAT for AFD Postcode, and £75 + VAT for Plotter, Plus, Refiner or Names & Numbers (Alternatively, order and pay for your next two updates and receive the third one free. A single data update CD can be used to update all users on one Serial No, or all users with-in one organisation.

AFD's monthly Postcode Ownership Plan (POP) covers all costs (including updates in a single monthly payment.

See www.afd.co.uk/pop.htm

Royal Mail Postcode Address File (PAF) statistics and newly announced changes to postcodes can be found at:

www.afd.co.uk/datanews.htm

HOTSPOT

Samantha-Jayne O'Rourke - Credit Controller
Sammy moved to the Isle of Man fourteen years ago and since then has always been involved with money… and never has enough of it. With a background in the Treasury, Maritime and Trust accounts she enjoys reconciling and solving problems. Her colleagues describe her as nutty, bubbly and fun loving.

"By accident" Sammy ended up on an African Safari including trips to Cape Town and Robben Island…. When a friend asked her to fill a spare place. This turned out to be the most exciting experience of her life. With 14 years on the Isle of Man…. arty and active Sammy's out of work activities run from mountain biking to piano playing… to Karaoke and a love for all kinds of music.

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Keep in touch with Postcode developments by visiting the AFD Web Site - where you can try out products, collect free software and obtain technical support.