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SELL YOUR MARKETING LISTS
ONLINE

CALL US: 0117 908 4616

Job Name: 1932

Filename: Acme corp

Job Date: Mar 9 2017 1:27PM

Data Audit Report:

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Your file contains the following information;

Type	Quantity	Percent
Records in file	92888	100
Contacts on file	0	0
Site Dupes in file	565	0.61
Contact Dupes in file	0	0
Phone numbers on file	0	0
Emails on file	0	0

We matched your file to our Universe as follows:

Type	Quantity	Percent
Total Records Matched	64580	69.52
Verified to Street	37694	40.58
Verified to Postal Sector	26886	28.94
Telephone matched	0	0

We have the following information that we can append to your file;

Type	Quantity
New Contacts Available	73462
Different Phone Numbers Available	0
New Phone Numbers Available	62577
New Emails Available (with name)	25533
SIC Codes Available	63165
Turnovers Bands Available	63263
Total Employee Bands Available	63263
Actual Employees	61695
Location Type	63262
Legal Status	63263
Premise Type	50301
Website Address	48802

Suppressions

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

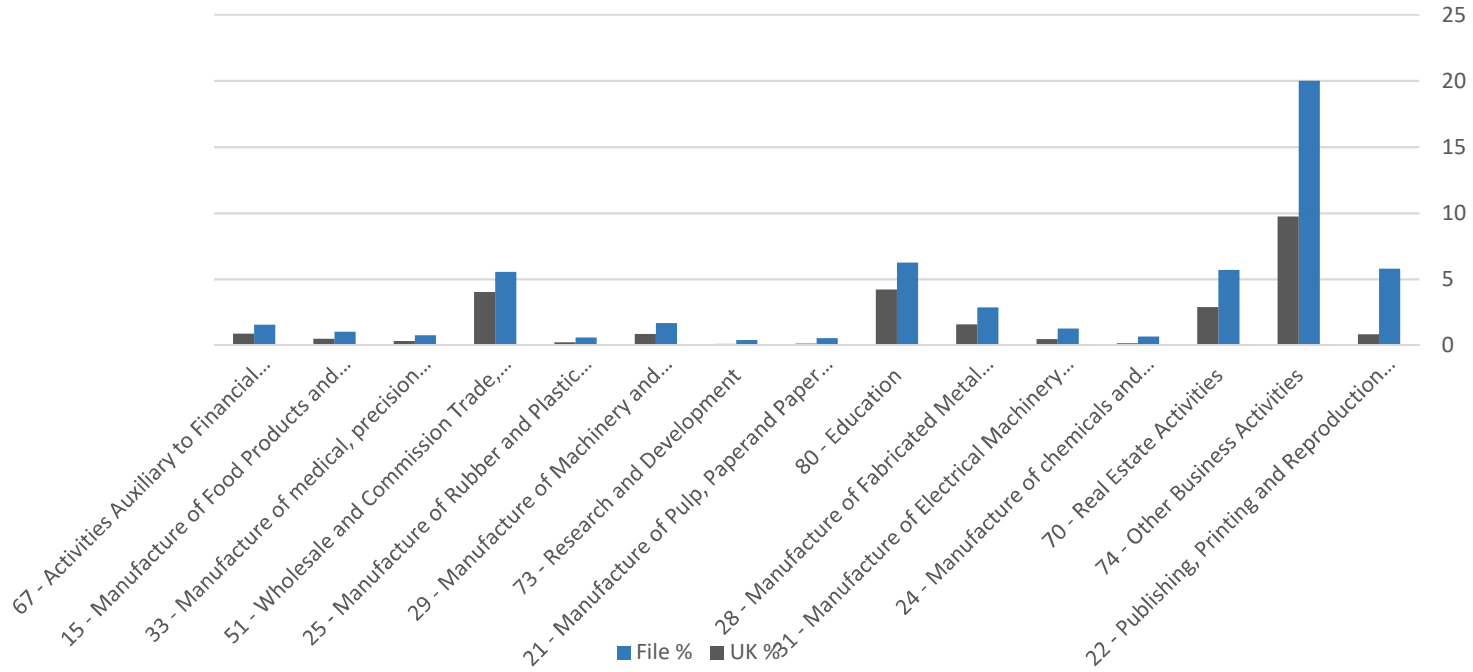
Your file contains the following information;

Type	Quantity	Percent
Records on TPS	10607	11.42
Records on MPS	20	0.02
Records on FPS	255	0.27
Out of Business	1641	1.77
Relocated	3682	3.96
Renamed	1483	1.6
SOHO Relocated	4	0
Unmarketable	1841	1.98

Industry Breakdown

Industry SIC 2003	File	File %	UK	UK %	Z-Score	Penetration
22 - Publishing, Printing and Reproduction of Reco	3671	5.8	14330	0.84	136.538	589.046
74 - Other Business Activities	12667	20.01	166155	9.76	86.92	105.055
70 - Real Estate Activities	3616	5.71	49482	2.91	42.03	96.558
24 - Manufacture of chemicals and chemical produ	420	0.66	2734	0.16	31.602	313.2
31 - Manufacture of Electrical Machinery and Appa	813	1.28	8026	0.47	29.861	172.459
28 - Manufacture of Fabricated Metal Products, Ex	1825	2.88	26951	1.58	26.208	82.137
80 - Education	3967	6.27	72203	4.24	25.298	47.78
21 - Manufacture of Pulp, Paperand Paper Product	340	0.54	2623	0.15	24.574	248.651
73 - Research and Development	262	0.41	1899	0.11	22.792	271.096
29 - Manufacture of Machinery and Equipment No	1076	1.7	14713	0.86	22.716	96.708
25 - Manufacture of Rubber and Plastic Products	383	0.61	3865	0.23	19.986	166.538
51 - Wholesale and Commission Trade, Except of N	3522	5.56	68784	4.04	19.475	37.725
33 - Manufacture of medical, precision and optical	490	0.77	5751	0.34	18.92	129.173
15 - Manufacture of Food Products and Beverages	657	1.04	8637	0.51	18.792	104.603
67 - Activities Auxiliary to Financial Intermediation	987	1.56	15018	0.88	18.221	76.773

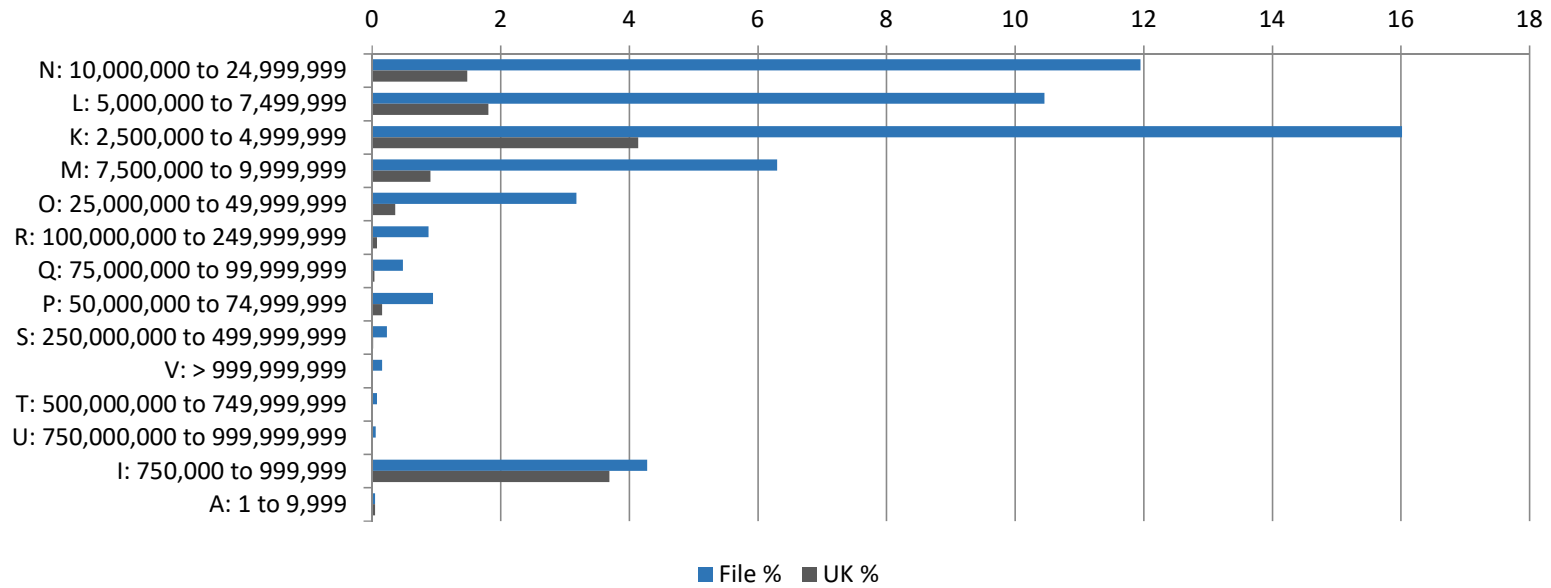
Industry



Turnover Breakdown

Turnover band	File	File %	UK	UK %	Z-Score	Penetration
N: 10,000,000 to 24,999,999	7560	11.95	25206	1.48	217.966	706.729
L: 5,000,000 to 7,499,999	6617	10.46	30858	1.81	162.971	476.771
K: 2,500,000 to 4,999,999	10137	16.02	70397	4.14	150.125	287.316
M: 7,500,000 to 9,999,999	3985	6.3	15547	0.91	142.362	589.432
O: 25,000,000 to 49,999,999	2010	3.18	6140	0.36	118.14	780.517
J: 1,000,000 to 2,499,999	10937	17.28	143000	8.4	80.541	105.718
R: 100,000,000 to 249,999,999	558	0.88	1356	0.08	71.517	1006.839
Q: 75,000,000 to 99,999,999	301	0.48	764	0.04	51.159	959.7
P: 50,000,000 to 74,999,999	604	0.95	2775	0.16	49.348	485.442
S: 250,000,000 to 499,999,999	146	0.23	361	0.02	36.193	987.816
V: > 999,999,999	99	0.16	200	0.01	33.581	1231.42
T: 500,000,000 to 749,999,999	53	0.08	123	0.01	22.647	1058.993
U: 750,000,000 to 999,999,999	38	0.06	73	0	21.419	1300.137
I: 750,000 to 999,999	2711	4.28	62883	3.69	7.863	15.959
A: 1 to 9,999	34	0.05	935	0.05	-0.129	-2.191

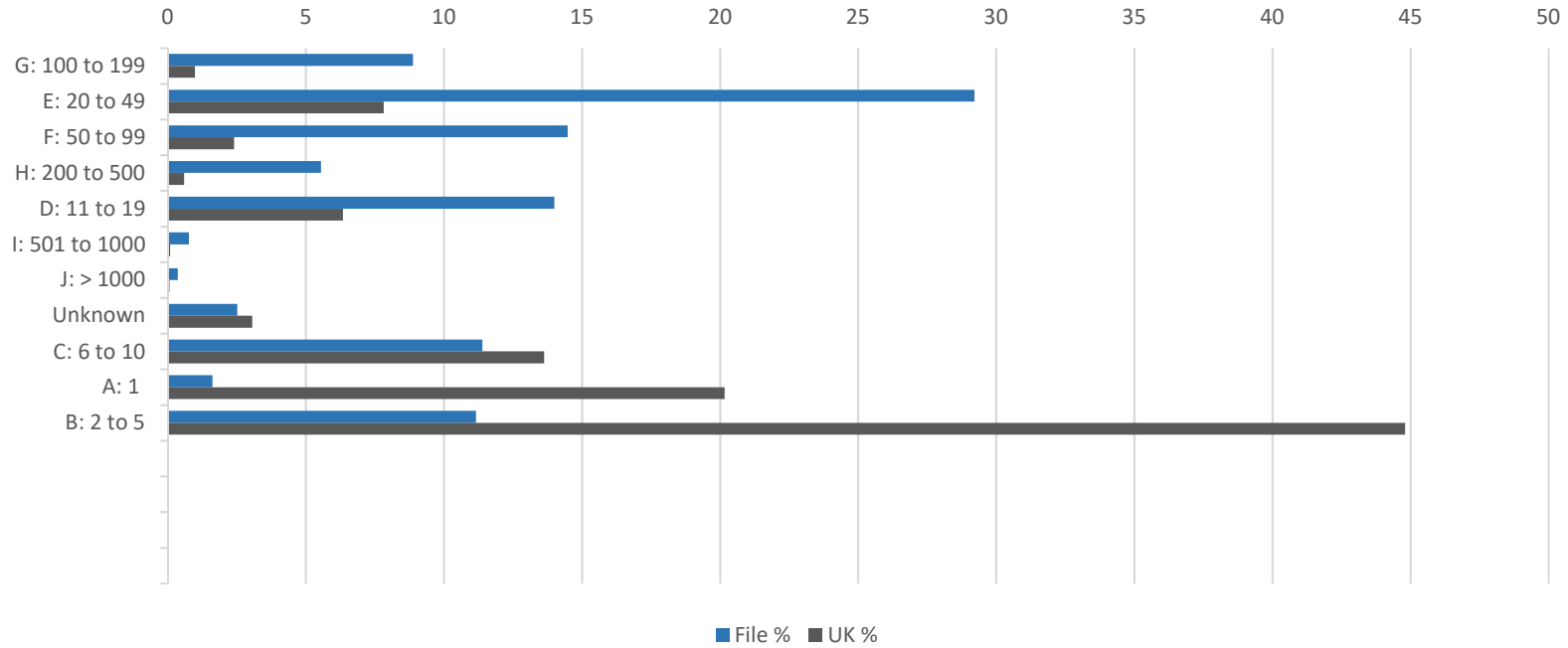
Turnover



Employee Breakdown

Employee band	File	File %	UK	UK %	Z-Score	Penetration
G: 100 to 199	5617	8.88	16828	0.99	200.546	797.805
E: 20 to 49	18489	29.21	133152	7.82	200.42	273.487
F: 50 to 99	9169	14.49	40959	2.41	198.342	502.119
H: 200 to 500	3510	5.55	10255	0.6	160.719	820.622
D: 11 to 19	8862	14	108104	6.35	78.938	120.496
I: 501 to 1000	490	0.77	1472	0.09	58.864	795.361
J: > 1000	232	0.37	938	0.06	33.39	565.266
Unknown	1595	2.52	52055	3.06	-7.857	-17.585
C: 6 to 10	7216	11.4	232021	13.63	-16.337	-16.347
A: 1	1023	1.62	343328	20.17	-116.314	-91.986
B: 2 to 5	7060	11.16	762900	44.81	-170.278	-75.109

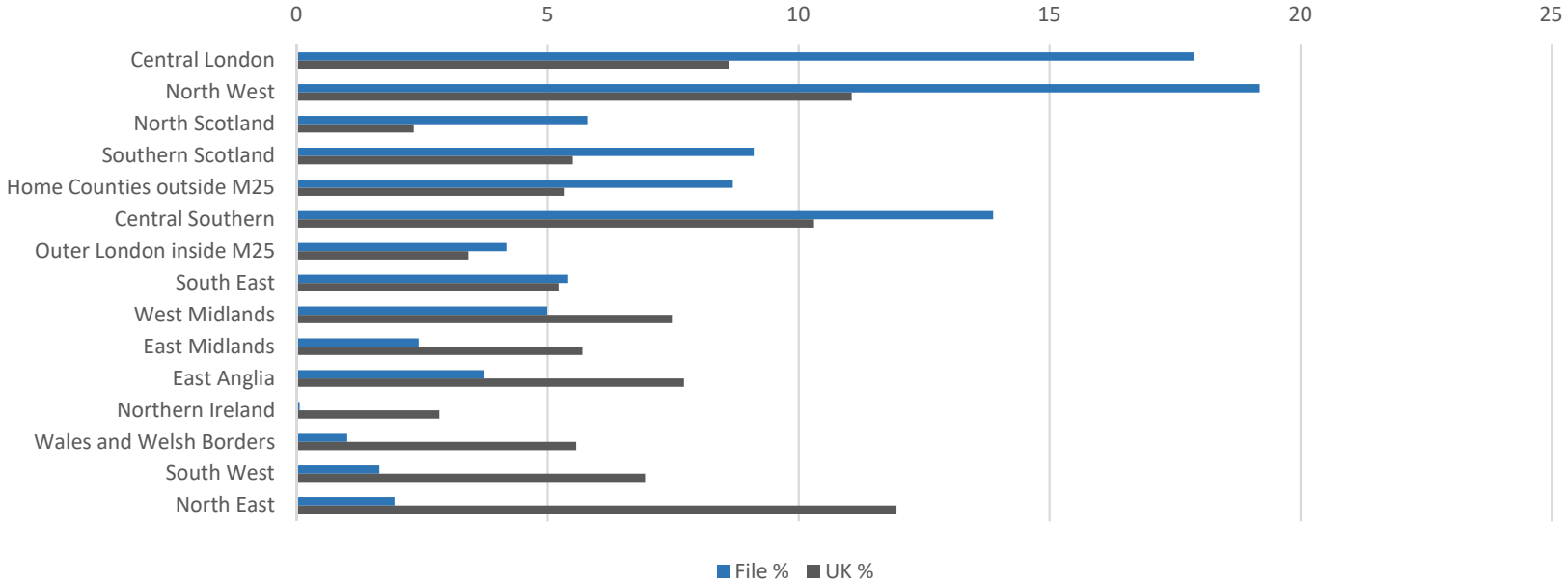
Employees



Geography Breakdown

Location	File	File %	UK	UK %	Z-Score	Penetration
Central London	11308	17.87	146659	8.62	82.952	107.39
North West	12143	19.19	188240	11.06	65.207	73.51
North Scotland	3662	5.79	39698	2.33	57.579	148.119
Southern Scotland	5764	9.11	93660	5.5	39.779	65.531
Home Counties outside M25	5503	8.69	90857	5.34	37.581	62.911
Central Southern	8782	13.88	175545	10.31	29.481	34.56
Outer London inside M25	2646	4.18	58297	3.42	10.461	22.083
South East	3427	5.41	88827	5.22	2.226	3.772
West Midlands	3161	4.99	127350	7.48	-23.777	-33.237
East Midlands	1540	2.43	96915	5.69	-35.393	-57.259
East Anglia	2369	3.74	131372	7.72	-37.464	-51.497
Northern Ireland	41	0.06	48296	2.84	-42.007	-97.717
Wales and Welsh Borders	640	1.01	94829	5.57	-50.011	-81.847
South West	1042	1.65	118092	6.94	-52.384	-76.267
North East	1235	1.95	203375	11.95	-77.531	-83.666

Geography

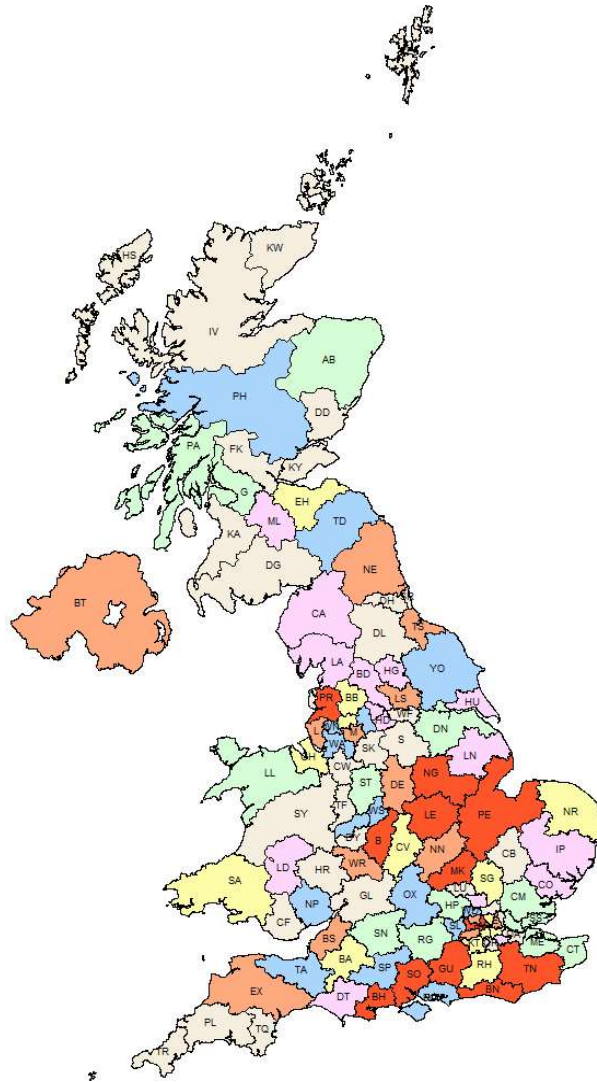




Geographical Distribution

Legend

Very Low	Light Pink
Low	Light Blue
Moderate	Light Green
Good	Light Yellow
High	Light Orange
Very High	Red





Mailing Net Prospects

Breakdown SIC	Emps				Grand Total
	C: 6 to 10	D: 11 to 19	E: 20 to 49	G: 100 to 199	
02 - Forestry, logging and related service activities	57	24	33	3	117
15 - Manufacture of Food Products and Beverages	1190	590	855	261	2896
19 - Tanning and Dressing of Leather; Mfr of Handbags/Saddlery/Harness/Foot	128	45	51	11	235
20 - Mfr of Wood, Pdts of Wood/Cork; Mfr of Articles of Straw/Plaiting Mtls	996	488	482	65	2031
25 - Manufacture of Rubber and Plastic Products	617	386	531	124	1658
28 - Manufacture of Fabricated Metal Products, Except Machinery and Equipm	4500	2434	2890	343	10167
31 - Manufacture of Electrical Machinery and Apparatus Not Elsewhere Classifi	1437	823	1052	166	3478
33 - Manufacture of medical, precision and optical instruments, watches and cl	942	442	608	110	2102
34 - Manufacture of Motor Vehicles, Trailers and Semi-trailers	435	204	274	75	988
35 - Manufacture of Other Transport Equipment	227	122	138	33	520
37 - Recycling	439	212	260	52	963
51 - Wholesale and Commission Trade, Except of Motor Vehicles and Motorcyc	12300	5692	5939	673	24604
73 - Research and Development	248	170	283	80	781
74 - Other Business Activities	22714	10084	11299	1880	45977
Grand Total	46230	21716	24695	3876	96517

Breakdown SIC	Empa				Grand Total
	C: 6 to 10	D: 11 to 19	E: 20 to 49	G: 100 to 199	
02 - Forestry, logging and related service activities	46	19	29	2	96
15 - Manufacture of Food Products and Beverages	871	437	678	222	2208
19 - Tanning and Dressing of Leather; Mfr of Handbags/Saddlery/Harness/Footwea	85	33	39	10	167
20 - Mfr of Wood, Pdts of Wood/Cork; Mfr of Articles of Straw/Plaiting Mtls	703	367	383	60	1513
25 - Manufacture of Rubber and Plastic Products	458	293	412	114	1277
28 - Manufacture of Fabricated Metal Products, Except Machinery and Equipment	3321	1816	2263	291	7691
31 - Manufacture of Electrical Machinery and Apparatus Not Elsewhere Classified	1087	638	860	144	2729
33 - Manufacture of medical, precision and optical instruments, watches and clock	712	347	484	95	1638
34 - Manufacture of Motor Vehicles, Trailers and Semi-trailers	311	157	209	59	736
35 - Manufacture of Other Transport Equipment	158	94	108	32	392
37 - Recycling	357	179	231	49	816
51 - Wholesale and Commission Trade, Except of Motor Vehicles and Motorcycles	9544	4524	4899	589	19556
73 - Research and Development	190	132	223	58	603
74 - Other Business Activities	16642	7628	8819	1574	34663
Grand Total	34485	16664	19637	3299	74085

Breakdown SIC	Emps				Grand Total
	C: 6 to 10	D: 11 to 19	E: 20 to 49	G: 100 to 199	
02 - Forestry, logging and related service activities	11	6	5		22
15 - Manufacture of Food Products and Beverages	242	162	268	115	787
19 - Tanning and Dressing of Leather; Mfr of Handbags/Saddlery/Harness/Foo	33	13	12	4	62
20 - Mfr of Wood, Pdts of Wood/Cork; Mfr of Articles of Straw/Plaiting Mtls	227	152	174	27	580
25 - Manufacture of Rubber and Plastic Products	178	133	196	62	569
28 - Manufacture of Fabricated Metal Products, Except Machinery and Equipn	1184	818	1133	139	3274
31 - Manufacture of Electrical Machinery and Apparatus Not Elsewhere Classif	468	301	399	65	1233
33 - Manufacture of medical, precision and optical instruments, watches and c	267	140	214	50	671
34 - Manufacture of Motor Vehicles, Trailers and Semi-trailers	118	58	94	30	300
35 - Manufacture of Other Transport Equipment	58	39	49	11	157
37 - Recycling	115	52	73	23	263
51 - Wholesale and Commission Trade, Except of Motor Vehicles and Motorcy	3241	1716	2063	274	7294
73 - Research and Development	64	47	90	32	233
74 - Other Business Activities	5947	2986	3290	638	12861
Grand Total	12153	6623	8060	1470	28306