CASE STUDY

Sagacity
Part of Accenture Song

Improving Data Quality for Campaign Delivery

Client
Healthcare Charity

Data Cleanse

Client Situation & Impact

Macmillan are a charity who provide support, specialist healthcare and information to people living with cancer.

They wanted to ensure that their data quality was of the highest standard and that the insight they derived prior to and as a consequence of each campaign was as accurate and informative as possible.

Data Cleanse

Attributes

Improvements

How Did Sagacity Help?

Using our automated bespoke data cleaning service, every campaign data selection taken from Macmillan's database was evaluated for accuracy of contact details – in terms of deceased, gone-aways and, where available, new addresses for relocations.

Outcome & Business Benefits

Accurate and up-to-date data

Our data quality solution was used to process all of Macmillan's Direct mail, National, Legacy and Challenge Event campaign mailings.

This not only ensured that their data was accurate and up-to-date but also allowed them to set some challenging, high value objectives for the future.

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