CASE STUDY

Sagacity
Part of Accenture Song

Optimising Data Quality for Fundraising Campaigns

Client
Large Health Charity

Data Cleanse

Client Problem & Impact

The challenge for our client, a large health charity, was to ensure their 24m+ supporter and volunteer database was as accurate and up to date as possible – in particular, to remove supporters who have passed away and identify those who had moved. As a charity, they also want to maximise the cost effectiveness of direct marketing costs.

Data Cleanse

Segmentation

Compliant Data

How Did Sagacity Help?

We have designed a data quality solution to meet this requirement and ensure the accuracy, quality and compliance of all of their supporter data using our market leading data cleaning suite via our managed services.

We successfully processed, PAF screened and deduplicated over 24m records, and provided access to our available deceased, gone away and mover suppression products.

Our team delivered an initial cleanse of 24m supporter records currently held, with provision of permanent flags and flexibility to process and cleanse data on a campaign-by-campaign basis, ensuring that their data is GDPR compliant at all times.

Outcome & Business Benefits

£60k of savings

Regular cleansing of the full supporter database has delivered significant cost savings, provided more accurate selections for communications and campaigns, a better knowledge of mailable volumes and enabled re-engagement with supporters who have moved house.

- Flagged and prevented the charity from mailing over 11,000 supporters who had passed away
- Flagged and prevented the charity from mailing over 70,000 supporters who had moved house
- Using our solution our client have made an estimated cost saving of over £60,000 across the year

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