



# Suppression Services UK

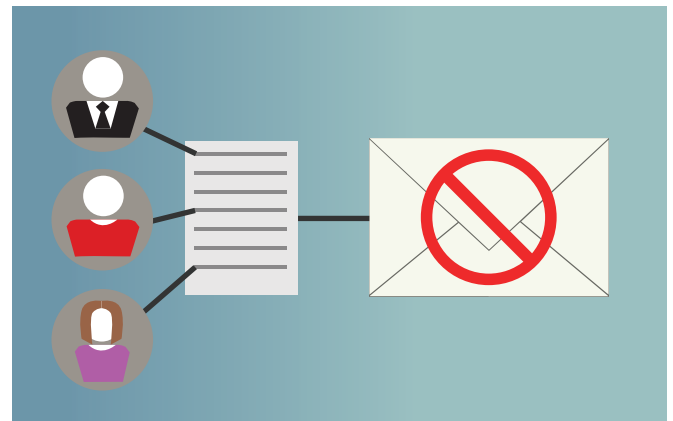
## Avoid Mailing to Uninterested, Deceased & Goneaway Recipients

Save money on postage and protect your brand image when you stop mailing to individuals who do not wish to utilise your goods or services. Melissa's Suppression cleanse will match your database against our comprehensive suite made up of different reference sources to ensure your database comes back as accurate as possible and ensuring we identify every individual who should not be receiving your mail pieces.

- Ensure data protection & GDPR compliance
- Stay connected to valuable customers
- Ensure you do not waste marketing expenditure
- Protect your brand image
- Improve campaign response rates
- Increase ROI

## Deceased, Mortality, Preference Services, Goneaways

Send us your mailing list and we will suppress it against our comprehensive database of consumers referenced from multiple sources. There's no reason to mail to people who don't want to see your marketing message, so keep wasted postage and costs down and avoid potential fines. Melissa's comprehensive suppression suite is updated monthly and names stay on file for 5 years.



Crown  
Commercial  
Service  
*Supplier*

### Required Fields:

Full Name; Address; Postcode

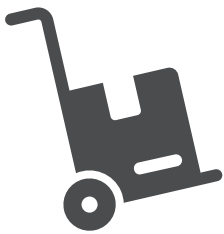
### Returned Fields:

Mortality/Deceased  
TPS/MPS Preference  
Goneaway/Movers  
Duplicate Records

## Get Started Today!

>> Get a FREE quote: [www.melissa.com/uk/suppressions](http://www.melissa.com/uk/suppressions)

Flag and remove such individuals from your database to save costs, protect your brand image and identify opt out consumers.



**100k**

House moves  
a month



**29m**

Records held  
on PAF



**90m**

Data held in  
goneaway files



**2.2m**

Individuals  
move home  
each year



**520k**

People who  
pass away  
each year



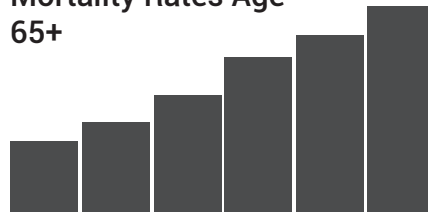
**6.2m**

on MPS

**5%**

Of data needs to be  
removed from a database  
each year for age 65+

Mortality Rates Age  
65+



**23.7m**

on TPS

### Melissa

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