

**85 Million** consumer records are hosted by Bisnode Interact. That's **more than the entire population of the UK**. On average each hosted consumer record was updated **3.9** times during last year. **500.000.000** records were processed at Bisnode Interact in 2010. That's a **20%** increase since 2009.

# International Data quality At Bisnode Interact

**10%** Europeans move each year on average. That's 10% offline mailing budget waste for companies that don't do the mover check.



**DID YOU KNOW THAT**

- There is no such thing as the **United States of Europe**
- In **Ireland**, there is no postcode system
- In **The Netherlands**, every house can be identified using only the unique postcode + house number combination.
- In **Greece** in smaller villages, street name and city are not required and a street can have more than one zip code.

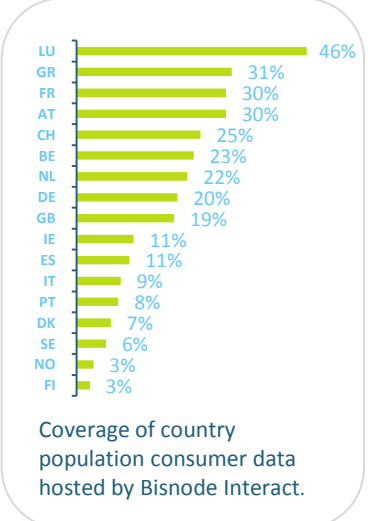
**Movers case study**

**Situation:** 4,6% of consumers in the data base of a FMCG company have moved in 2010. This company sends mailings three times per year; to three million consumers each time. The cost of each mail item is 1€ to print and 1,50€ to send, resulting in a potential waist of undelivered mail costing 1 Million € per year.

**Results:** Bisnode Interact enables customers to keep consumer data always up to date. With the potential loss of 1 Million € in 2010; and the total investment of 210K € for the mover treatment, the company's **net gain was 790 000€** and **600 000 more consumers reached** with every campaign.

**TOP REASONS WHY PEOPLE MOVE:**

- More Space** – Most people's first homes are small because that's all they can afford. As time passes, and more 'stuff' is acquired (including children), people move to accommodate the need to spread out.
- Schools** – House prices near good schools are often highly inflated because we want our kids to get the best education possible.
- Job relocation** – You just bagged your dream job but it's located 200 miles away... that's a killer commute; the easiest option is to move.
- Coupling up** - Moving in with your current squeeze is an exciting step. It might be one of you moving into the other's place or both moving into a new abode.
- Splitting up** - If you've broken up with your partner, chances are you don't want to stay living together (unless you're very forgiving and open minded).



**15** In Italy, most streets have 15 digits

**27** The longest last name in Germany is 27 letters

**6 - 7** In most European countries the most first names are that long

**9** Most town and city names in Austria consist of 9 digits