

# European Suppression File



## Key Facts and Figures

If you are still not convinced, here are some facts (drawn from a number of industry sources) to show you just how vital suppression can be:

- business data decays at more than 3 times than that of consumer data.
- 40% of postal returns are from consumers who do not want direct mail
- 40% of direct mail produced will have to conform to a new industry standard by 2020.
- by 2014 the direct marketing industry has to achieve a 25% increase on its current use of suppression files.

## Protect your reputation and your business

In a world where bad news can be spread incredibly quickly, you need to protect your brand, comply with pan European data protection legislation and market to people who want to receive commercial communications.

Legislation in the UK can be complicated to follow but if you are a cross-border marketer, the difficulty is made worse by 26 different interpretations of the same legislation.

The European Suppression File (ESF) from mardevdm2 has been built to help protect your reputation and keep your communication practices compliant across Europe.

## Why use a suppression file

Using a suppression file minimises the risk of data protection contravention, which could result in legal action, fines and negative publicity - all of which will affect your brand and revenue.

The ESF provides marketers the ability to be country compliant when running single or pan-European campaigns.

The consolidation of individual country suppression files provides a one step, economical solution and takes the overhead away from your marketing team who can focus on campaign success rather than regulatory issues.

## Benefits of using the European Suppression File

Here are just a few reasons why companies choose the European Suppression File in their business marketing:

- saves time by going to a single source for current and accurate data
- saves money by not printing and mailing to contacts who have opted out
- increases your campaign response rates
- improves targeting and ROI
- complies with data legislation across all countries in Europe
- protects your company's reputation from negative press and legal action.



# European Suppression File

## How is the European Suppression File compiled?

This bespoke European Suppression File is a pre-merged single file providing access to European MPS/TPS/EPS files compiled from 40 country suppression files.

The data is updated monthly from industry governing bodies throughout Europe and contains in excess of 30 million contacts who are non responsive and do not want to hear from you.

## Don't deliver your marketing communications to the people who don't want them!



## How to get started

Make sure the mardevdm2 European Suppression File is on your marketing checklist and make compliance painless. Contact Johanna Higgleton, Account Director on +44 (0)208 652 4529 to find out more.



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