

PROVIDING THE MOST COMPREHENSIVE DATABASE SOLUTIONS IN NEW ZEALAND

Locate the right prospects

Verify and manage your customer relationships

For all your consumer and business data requirements
Contacts Plus truly is your "one stop shop"



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CONTACTS PLUS MARKETING SOLUTIONS

No one knows your customers like Contacts Plus

Contacts Plus has built the most up to date, robust and comprehensive database in New Zealand.

Our data is refreshed monthly and in conjunction with unique data solutions and technology allowing customers to make more informed decisions to communicate to customers or prospects in a more efficient and cost effective way.

Contacts Plus solutions are Data Warranted and as such all our data is privacy compliant. All our data is maintained in New Zealand.

The Contacts Plus solutions enable you to:

- Verify existing customers
- Target the right customers
- Know who your customers are
- Find lost customers

Dependable data partner

You can be assured Contacts Plus will provide the most up to date data and best of breed solutions to assist organisations maximise their marketing revenue.

- NZ company. Data Processed in NZ
- Data Warranted
- Highest privacy standards, with all data under licence or commercial arrangements.
- Data is screened against the Marketing Associations, DNC, DNM and DI suppression files.
- Licenced to receive telephone information from Yellow Pages; supplying the most up to date phone numbers available.
- DZ Data Portal - Online name, address and data hygiene solution.
- Superior customer service.
- Rapid turnaround.

Contacts Plus - Data Solutions

Contacts Plus helps maximise your marketing return, providing services for you to target high quality prospect lists and understanding and managing your existing customer databases.

- Know your existing customers and always keep their particulars up to date.
- Target the right customers to maximise your revenue opportunity.

Contacts Plus solutions can be used as a stand-alone service or can be used in conjunction with our other solutions.

Contacts Plus can deliver intelligent and sophisticated solutions to our customers.

1. **Customer Verification and Appending**
Maintaining your greatest asset - your existing customer database. Verify and validate the addresses, names and contact details of your customer database.
 - a. Fill in the Gaps
Identify inaccurate or out of date information; append updated consumer information to a supplied consumer record; and re-locate lost customers.
2. **Tele Services**
Designed to append or verify a phone number to a customer's database.
3. **Consumer Lists**
Over 20 mailing and telemarketing lists available - offering you the best for your Direct Marketing campaign. Ability to profile these lists against our Consumer Insights and Segmentation predictive solution.
4. **Predictive Consumer Insights**
Understanding your existing and prospective customer's demographic and lifestyle behaviours. Enabling you to understand and locate and target the right customers.
5. **Property insights**
Manage customer retention and understand the attributes of a property. For sales and for rent notifications, encumbrances, building type and valuations.
6. **Contacts Plus Data Portal**
Clean and validate customer's files real time through our NZ portal solution, including Statement of Accuracy (SOA) report for NZ Post Discounts.

VERIFICATION AND APPENDING

Maintaining your greatest asset – your existing customer database

Contacts Plus enables organisations to maximise the value of their existing database; washing customer data against the Contacts Plus aggregated database in order to verify the correctness of the data and “Fill in the Gaps”.

Contacts Plus will clean and validate your existing customers and update any incorrect or out-dated information in your database with the correct, verified customer details sourced from the highest quality databases ensuring you stay connected to your valuable customers.

For organisations who understand the value in having an ongoing relationship with their customers this process of ongoing verification and updating of customers’ contact details is essential to staying connected and maximising your ROI on your sales and marketing activities.

Service

the Contacts Plus consumer databases are updated at a minimum on a monthly basis.

- Data Clean: Standardise and clean your data including flagging duplicate records.
- Address validation: Clean and validate supplied addresses.
 - Provide a Statement of Accuracy (SOA)
- Name Verify: Verify existing customer name and address records against Contacts Plus data files.
 - Ability to verify against the consumer credit bureau.
- Tele Verify: Verify existing customer supplied telephone records.
 - Ability to append new telephone numbers.
- Change of address: Identify consumer that have moved
 - Ability to find the new moved address. Re-connect with lost customers.
- Suppression listing: All customer records are processed through the Do Not Call, Do Not Mail and Death Index registers.
- Property Insights: Identify properties that have recently become listed ‘For Sale’ or ‘For Rent’, encumbrance lodged on the address and type of dwelling.

Product

Customers will supply the below information in an agreed

data format. Contacts Plus will validate your existing customer records and, if required, identify any new changes:

- Name, address and/or telephone number.

Individual records are matched to names and street address with a match level appended to all records. The match levels are as follows:

Name Match

Full match	A	Full name match
Full match	A1	First name and surname match. Middle name mismatched
Good match	B	First name, initial & surname matched
Soft match	C	Surname match
Wrong Surname	X	No match. Other surname in directory. Can be supplied

Address Match

Full match	0	Full address match
Soft Locality	1	Full address match with an error in the locality mismatch
Soft Number	2	Full address match with an error in the flat number
Soft Number	2A	Full address match with an error in the house suffix/prefix number
Street Number	3	Full address with an error in the street number
Adr. Mismatch	Z	No matches

A-0 Means, First name & surname exact match, and exact match on address

TELE SERVICES

Access New Zealand's most comprehensive telephone directory service

This service verifies and/or appends telephone numbers supplied in a customer or prospect database file provided.

This information is supplied under contract from Yellow Pages Group and is updated daily.

Service

The Contacts Plus consumer databases are updated by Yellow Pages Group telephone directory on a monthly cycle. Contacts Plus also utilises Yellow's EWP (Electronic White Pages) service to obtain daily information as part of the service as well.

- Address Validation: Clean and validate supplied addresses.
- Tele Append: is the product of appending telephone numbers to a database provided.
- Tele Verify: is the product of verifying a telephone number from the database provided.
- Tele Move: is the product where we match on a customer's details by surname and phone but have different address. This is useful where people have moved and kept the same phone number.
- Suppression listing: All customer records are processed through the Do Not Call, Do Not Mail and Death Index registers.

Additionally, Contacts Plus can append telephone information from a supplied address only by matching known people to the address provided and then washing this through our Tele Append process.

Product

Customers will supply the below information in an agreed data format where Contacts Plus will Append (Tele Append) and/or Verify (Tele Verify) and/or Move (Tele Move) your existing customer records:

- Name and Address
- Existing telephone number
- Address only
 - Full name and title will be returned

Individual records are matched to names and street address with a match level appended to all records. The match levels are as follows:

Name Match

Full match	A	Full name match.
Full match	A1	First name and surname match. Middle name mismatched
Good match	B	First name initial & surname matched.
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DIRECT MARKETING

Access New Zealand's most complete and accurate Direct Marketing Lists

The Contacts Plus team has a wealth of data and industry experience. We assist organisations optimise and understand your customers enabling you to communicate to them efficiently and in a cost effective process.

The Contacts Plus consumer database provides the most comprehensive, accurate and consistent view of some 4 million individuals and some 1.9 million addresses. These databases are updated at least on a monthly basis and in some instances daily, such as our telephone data.

The Contacts Plus consumer databases coupled with our Consumer Insights gives our customers the tools to communicate the right message to the right audience all the time!

Our response rates are high and GNA's are low because our data is reliable, current and accurate. More importantly all our data is Data Warranted and is fully privacy compliant.

Contacts Plus' Predictive Consumer Insights includes indicators such as age, gender, marital status, household income and household composition including Property Insights. The Contacts Plus Consumer Insights tool can analysis your existing customer database by ensuring rigorous profiling is done to ensure only the highest quality lead is pursued. Customer profiles are created from analysis of your best customers and provide you the hottest prospects.

Our service provides the following main attributes:

- Telemarketing lists for owner occupiers or renters
- Mailing lists for owner occupiers or renters

We can supply our lists via an address, DPID, Mesh Block or locality (suburb, city, postcode or region). This information can be supplied at an address level or to the householder. We can also supply a Statement of Accuracy (SOA) on the address supplied to enable you to get bulk discount from NZ Post.

Our lists can be provided via Consumer Insights on a segmented basis by the following attributes:

- Socio demographic profiled information
- Age - this is done to an actual individual or modelled to a household level
- Gender
- Estimated income
- Name origin (ie all Chinese, Indian etc.)
- Properties with an encumbrance attached
- Type of property, house unit.
- Property listed for sale or for rent
- Age of property, number of bedrooms and valuation

Contacts Plus is a member of the NZ Marketing Association and, as such, Data Warranted and all of our data is washed against the NZ Marketing Association suppression lists (DNC, DNM and DI).

Contacts Plus is always on-hand to ensure you get the most out of our marketing data. Using the latest techniques in customer profiling, segmentation and modelling we will help you improve your customer understanding and optimise your current consumer targeting.

Contacts Plus Advantage

- We've set the industry benchmark by being innovative, flexible, creative and competitive.
- We listen and constantly developing our marketing data products and services, based on client feedback.
- Data Warranted
- Data updated at least monthly, in some cases daily (such as our telephone data)
- Lowest GNA's in the industry
- Powerful age profiling to a specific individual level
- Data managed and processed in New Zealand
- Extremely price competitive

CUSTOMER INSIGHT & SEGMENTATION

Whether you're looking to acquire more profitable customers or to retain and grow current relationships, our Customer Insights can add real value.

Understanding your existing customer

The Contacts Plus Consumer Insights tool can analysis your existing customer database by ensuring rigorous profiling is done to ensure only the highest quality lead is pursued. Customer profiles are created from analysis of your best customers and provide you the hottest prospects from Contacts Plus' consumer database.

Understand your Customer's Insights by:

- Age
 - Actual - to an individual level
 - Modelled - to a household level
- Demographic, lifestyle and income
- Credit Marketing data (Credit Risk)
- Property Insights
- Change of Address

Predictive Consumer Insights:

Age Profiling

A likely age or individual is appended to Contacts Plus consumer databases. This age is specific to an individual or can be modelled to an address.

Utilising Age in your segmentation process can identify your most and least profitable prospects.

The utilisation of age along with demographic profiled income provides the most advanced segmentation attributes to target your required audience.

Contacts Plus has age bands is in 5 year increments.

Demographics Data

Contact Plus' geo demographic classification system is designed specifically to profile, segment and target New Zealand consumers which is designed to help you better understand your customers, locate new markets and successfully identify new prospects.

Contact Plus' geo demographic solution segments to a household level to facilitate targeting based behaviour, and allow you to categorise target groups based on life stage.

Contact Plus' Geo demographic classification system is developed using Census data as the core source. In New Zealand, most of these are developed at Meshblock level, which is the smallest geographic unit for which New Zealand statistical data is collected and processed by Statistics New Zealand (including Census Statistics). Mesh blocks encompass, on average, 50 households, though they vary in size from part of a city block to large areas of rural land.

While this solution provides a good national view it does not provide a good understanding of a specific household/address. Contact Plus' Age and Property Insights provides a more accurate insight into the actual customer.

The combination of our complete Customers Insight's solutions enables marketers to communicate effectively and efficiently to prospective customers.

Credit marketing Data

Target consumers who can afford your offer both efficiently and responsibly with access to a range of credit data.

Credit pre-screening enables you to target customers that are able to take up your financial offer ensuring you reduce risk and marketing waste.

Age pre-screening enables you to target customers that meet a specific age requirement ensuring you target the right audience.

Contacts Plus can assist you in defining your preferred credit profile. These services are only available to financial intuitions as per the NZ Credit Reporting Privacy Code.

Property Insights

A rich source of property information that delivers insights into a consumer's residential property.

This includes type of dwelling, details of any mortgages, for sale or rent listings plus estimated valuation of a specific property.

This can enhance credit risk and affordability assessments, lead to better decision-making and help you lend more responsibly. It can also be used to enhance marketing opportunities to these individuals.

Importantly understand the occupants of a household

- Owner Occupiers v Renters

Retention strategy to retain existing customers when they look at moving

1. Be the first to know
2. Tailor your communication
3. Avoid unsolicited communication

The Contacts Plus For Sale data will help you to deliver standout customer retention benefits and valuable ROI.

CONSUMER DATA PRIVACY

Contacts Plus

Contacts Plus takes a proactive approach in protecting consumer privacy.

We are a New Zealand company based in Parnell Auckland, with our data and solutions maintained in a tier 3+ data centre in Christchurch.

Contacts Plus has been Data Warranted by the New Zealand Marketing Association as such all our data is privacy compliant. We adhere to the highest privacy standards, with all data under licence or commercial arrangements. Please refer to our website for more details.

<http://datazoo.co.nz/source-databases>. All our data is screened against the Marketing Associations, DNC, DNM and DI suppression files which is updated on a monthly basis.

Protecting consumer privacy

Our marketing data is publicly available Information. Some information is considered in the public domain, meaning anyone has access to it. This type of information includes telephone directory listings, property ownership and companies' listings. As a member of the New Zealand marketing Association we are required to suppress consumer information against the Do Not Call (DNC), Do Not Mail (DNM) and Death index register. The exception to this is charities.

Privacy

The Contacts Plus privacy policy explains how Contacts Plus handles personal Information. Contacts Plus carries out its business operations in accordance with the Privacy Act 1993. A copy of the Act can be found at <http://www.legislation.govt.nz>. Contacts Plus collects personal information for the purpose of carrying out its business. The Contacts Plus privacy policy can be found at <http://datazoo.co.nz/privacy-policy/>

Contacts Plus believes that an informed consumer is a satisfied consumer.

If a consumer believes they have a privacy issue with a marketing list supplied from Contacts Plus they should immediately email privacy@datazoo.co.nz

Phone particulars

Contacts Plus obtains telephone information from under licence from Yellow Pages Group (YPG). YPG have the responsibility for maintaining the national telephone directory that is published electronically <http://www.whitepages.co.nz> or via the telephone books.

Contacts Plus is one of only two licensed providers who have access to the Yellow Pages' telephone directory. This service is updated daily.

This directory is a listing of all listed numbers and does not contained any unlisted numbers.

DATA ZOO INFORMATION PORTAL (DZIP)

DZIP – Online Real Time Data Hygiene Service

DZIP is a secure, real time interface that is the next generation in data quality and information service in New Zealand. The service is delivered through our online portal or by Data Zoo Staff managing the data hygiene service on your behalf.

DZIP is a self service portal designed to assist customers better manage and update their customer data.

DZIP provides direct access to our name and address hygiene solution as well the New Zealand Marketing Association's Do Not Call (DNC), Do Not Mail (DNM) & Deaths Index (DL) suppression listings. It also provides direct access into Data Zoo's third party data solutions to help you validate and append additional data to your customer data.

DZIP is New Zealand Post compliant and fulfils your Statement of Accuracy (SOA) requirements for New Zealand Post as an SOA classification code is returned for every New Zealand address. An SOA certificate is issued on the complete file processed which is loaded to NZ Post SOA Logging System. This will enable a bulk discount for mailings with New Zealand Post.

For more information on DZIP please visit <https://www.dzip.co.nz/>