



**THE GONE AWAY  
SUPPRESSION FILE**

**Total Names: 9,000,000**  
**0-12 months: 9,000,000**



**THE FILE**

The Gone Away Suppression file (GAS) is a revolutionary new tool which is altering the shape of Direct Marketing. It is the newest and most powerful file available for legitimate gone-away detection.

**THIS FILE IS UNIQUE.**

**How does it work?**

The GAS file is used to identify true gone aways on any Mailing list. By using various sources GAS will identify true gone aways which up until now have been identified using Postal Returns and these may not actually be gone aways. It is a known fact that up to 30% of all gone aways can still be contacted at the address on the mailing list, and this can be because;

- The individual is fed up with unsolicited mail and is attempting to remove his name incorrectly
- The Postman has made an arbitrary decision

**Why you must use GAS:**

- Every database has gone aways
- 6.5% of households move each year
- Postal returns are not necessarily gone aways

**The Electoral Roll is accurate but up to 12 months out of date**



**THE FEATURES**

- Updated quarterly with National information
- Has up to 98% of all household movements
- Improves cost effectiveness of direct mail as you are not mailing people who can't possibly respond
- You benefit by achieving savings each time you mail

**THE BENEFITS**

There are approximately 9,000 home movements per day (6.5% of all households per annum) and every database has gone aways which the GAS file can identify. Rising costs for list rental, postage, print and production is a direct rise in the cost of mailing each individual gone away.

The GAS File will increase the efficiency of your mailings and save you money.

**THE SAVINGS**

Example;  
You Have a database of 200,000 Which you mail 4 times per annum

Cost of Mailing = £450.00/1,000  
5% Gone aways detected by GAS  
5% of 200,000 = 10,000  
Cost of Mailing 10,000 = £4,500

£4,500 x 4 = £18,000

Cost of using GAS;  
£ 300 set up  
£ 600 processing  
£ 3,000 match

Total Cost = £3,900

**YOU ARE WASTING £18,000 Per Annum**

**Cost**  
From 20p per match

All orders can only be accepted under our terms & conditions, which are available upon request



**Call Steve, Viki or Nicola**  
**now for details on: 01256 692372**  
**Or e-mail: [sales@tri-direct.co.uk](mailto:sales@tri-direct.co.uk)**

