



BuzzSaw Media Data Verification and Appending

BuzzSaw Media verifies its databases quarterly, through a variety of sources, including; Marketing databases, Call centres, Pinging/Telco services, Zero-bounce Email service, third party Bureau financial services, Real Estate lists, third party Verification databases, online Verification Home/Location Registers (government sources such as Births, Deaths & Marriages and the Do Not Call Register).

Verification Methods

1. Cross-Field Verification - Using multiple databases to check validity of Records
2. Automated Verification - Online verification through APP's i.e., HRL Lookup
3. Manual Verification - Through call centres when a digitized option is invalid
4. Sampling Verification - Using sample batch data to validate
5. Data Appending - Adding new or updated elements to the Database
6. Email & SMS - Opt-in Collection through Competitions/Surveys

Item	Description	Verification Sources
ANSWER MACHINES	Answering Machine always	Telco and Call centre verification
DECEASED	Deceased Person	Births, Deaths & Marriages and collected suppression lists
DNM	Do not mail	ADMA DNM list and Persons opted out across multiple sources
DISCONNECTED	Phone Disconnection	Telco verification service (Pinging) and call centre outcomes
DNC	Do not Call	Persons opted out across multiple sources
DNCR	Persons on the ACMA DNCR	Persons opted out on ACMA DNCR register
UNKNOWN	Unknown status	Verified through various Bureau Financial databases
NAME/ADD/ PHONE	Verified record details	R/E, Bureau Financial, AMAS and Aus Postal Address File (PAF)
DOB - AGE RANGE	Verified record details	Verified through various Bureau Financial databases
EMAIL	Email addresses for EDM's	Debounce and Opt-in Flagged
SMS	Mobile numbers for SMS	Telco Pinging and Opt-in Flagged