

Length of Residency

PRODUCT SPECIFICATION

Product Description

The Length of Residency indicator is an estimate of how long individuals in a household have been living at the same address. This insight can assist businesses with enhancing the effectiveness of marketing campaigns.

Each household is allocated to one of the below 7 bands that indicate the length of time residents occupied a home:

VALUE	DESCRIPTION
1	0 – 6 months
2	> 6 – 12 months
3	> 1 – 2 years
4	> 2 – 3 years
5	> 3 – 5 years
6	> 5 – 10 years
7	10+ years

How to Access this Product

If you would like to use Length of Residency you have two options for accessing it.

1. Data License

By signing a data licence agreement, you will receive a CD containing the Length of Residency data set on a quarterly basis. For the period of this agreement you have the right to use this data set in-house for all your data segmentation and marketing activities.

2. Online data enhancement via Data Express

You can append Length of Residency to your address records online by going to our web portal Data Express (www.dataexpress.vedaadvantage.com). Once you've registered for this service, you can upload your address records, submit a request to have Length of Residency appended, and download this data once the job request has been processed.

Option 1: Data License

Requirements

In order to use Length of Residency as a data licence, you need to have the latest Australia Posts Delivery Point Identifiers (DPIDs) appended to your in-house data.

If you do not have access to DPIDs, you can also purchase Veda Advantage's address cleansing and enhancement software solution that can append DPIDs to your customer and prospect address data. The appended DPIDs can then be used to match to the Length of Residency lookup table.

Deliverables

On a quarterly basis you will receive a CD containing a lookup table with the following fields:

- DPID
- Length of Residency indicator.

Option 2: Online Data Enhancement via Data Express

Requirements

In order to use Data Express you will need to do the following:

- Use Microsoft Internet Explorer version 5.5 or above
- Go to **www.dataexpress.vedaadvantage.com** and register for the service
- Compile the file of address records you wish to enhance, including at minimum the following fields:
 - Address
 - Post Code
 - State
- Ensure your file is saved in either a .TXT or .CSV format (data held in common applications like Excel or Access can easily be saved or exported into a .TXT or .CSV format)
- Open your .TXT or .CSV file using a text editor (e.g. Microsoft Notepad) – you will be asked to cut and paste a sample of your data from the text editor into Data Express

Deliverables

- After you have uploaded your file and submitted a job to Data Express for processing, you will receive a complimentary Summary Report by email
- The Summary Report will summarise the number and % of the records you submitted where Length of Residency was successfully appended you may then decide whether to purchase and download the data
- When you download the enhanced data file you will find that a Length of Residency field has been appended

FIND OUT MORE

If you would like more information about licensing Length of Residency on an ongoing basis, please contact us.

Phone: **1300 783 099**

Email: **salesvsgau@vedaadvantage.com**

If you would like to access Length of Residency online, please go to **www.dataexpress.vedaadvantage.com**