

Address Only Records Now Available on Data Select

We are pleased to announce that [Data Select](#) now provides you with access to an even larger universe of consumer records on Experian's ConsumerViewSM Database.

In order to support the diversity of today's marketing efforts; Experian has modified its Recipient Reliability Code (RRC) to include a new segment for "Address Only" records. With a universe of over 14 million records, the "Address Only" segment allows you to access more records on ConsumerView than ever before.

Experian's Recipient Reliability Code (RRC) is a combination of our mobility and phone confidence scores. It ranks the overall postal deliverability or phone connectivity of living unit members at a specific postal address or phone. This is created using results from the United States Postal Service Delivery Sequence File (DSF) and Experian's mobility predictor variables, which includes primary decision maker, housing tenure and dwelling unit size.


Results are grouped into six segments evaluating the overall reliability of successful delivery to the intended living unit – via postal address or phone contact point. [Data Select](#) automatically defaults to selecting Very High and High when you build a new search. However, based on your specific campaign needs you can modify the RRC selection to access more records and increase count totals.

To assist you in identifying the records best suited for your needs, please contact your Experian's sales representative to learn more.

Recipient Reliability Code

Important Notice - Please do not change the default selection for mailing campaigns.

Recipient Reliability Codes (RRC) Moderate, Low and Telemarketing/No Mail are considered of questionable deliverability and should not be used for mailing campaigns. Telemarketing use is acceptable. Research requests relating to data quality for mail campaigns will not be accepted for RRC Moderate, Low and Telemarketing/No Mail.

Very high
 High
 Moderate
 Low
 Telemarketing/No Mail
 Address Only 
 Select All

If you have any questions, please contact the Data Select support team.

Data Select Support
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