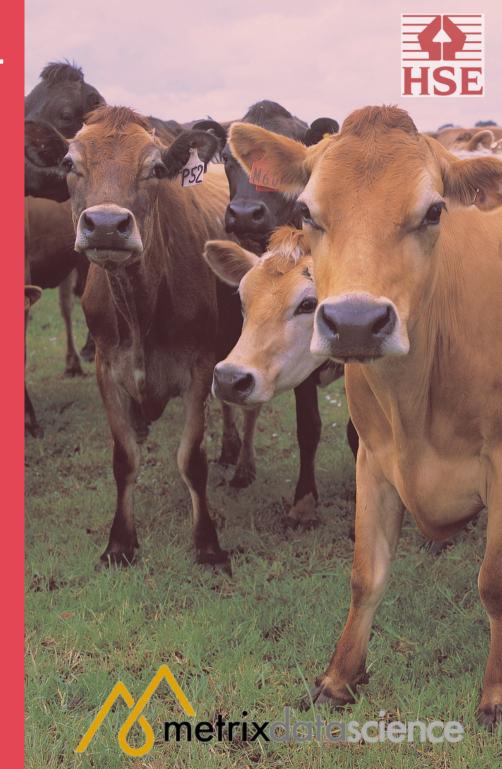# Health & Safety Executive

Challenge:

The campaign was to target farms with 5 or fewer employees with farming safety messages through direct mail and email campaigns.
The challenge was to clean and update the existing file which was extremely out of date and append data on missing farms.

HSE

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What we did:
DM Strategy & Implementation

Metrix Data Science loaded the data onto their data processing system, records were then deduped at farm and individual level.

To check accuracy of the data, and to update key contacts, email and telephone numbers, data was taken from a number of sources including Defra, LBM, Companies House, Dunn & Bradstreet and PollenUK™.

A hierarchy was formed where by data being matching on two sources was deemed accurate . Farms which could not be found on two sources was deemed suspect and emailed, mailed and telephoned for verification.

Outcome:

A clean comprehensive file of just over 32,000 farms of 5 or fewer employees was delivered.

The results where exemplary resulting in 84% awareness of the campaign and response rates for further information reaching over 60% of those contacted.

Metrix Data Science together with the creative agency won Gold award at the DMA for their data work.

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84%
Awareness

DMA
Gold Award