

Owner/Tenant Indicator

PRODUCT SPECIFICATION

Product Description

The Owner/Tenant Indicator is a predictor variable that indicates the likely ownership status of a residence for each Australian household. This variable enables businesses to draw insights regarding the stage of life and residential stability of both customers and prospects, which can be used for aligning marketing offers to different consumer segments.

Each household receives a value of 'O' (owner) or 'T' (tenant) indicating whether the inhabitants of the household are likely to be the owners (meaning 'paying off a mortgage' or 'mortgage is paid off') or tenants (renting).

How to Access this Product

If you would like to use Owner/Tenant Indicator you have two options for accessing it.

1. Data License

By signing a data licence agreement, you will receive a CD containing the Owner/Tenant Indicator 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 Owner/Tenant Indicator 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 Owner/Tenant Indicator appended, and download this data once the job request has been processed.

Option 1: Data License

Requirements

In order to use Owner/Tenant Indicator 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 Owner/Tenant Indicator lookup table.

Deliverables

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

- DPID
- Owner/Tenant 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 Owner/Tenant Indicator 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 Owner/Tenant Indicator field has been appended

FIND OUT MORE

If you would like more information about licensing Owner/Tenant Indicator on an ongoing basis, please contact us.

Phone: **1300 783 099**

Email: salesvsgau@vedaadvantage.com

If you would like to access Owner/Tenant Indicator online, please go to www.dataexpress.vedaadvantage.com