

Tracesmart Corporate Adds 6.7m Shareholder Records

Through the inception of fresh shareholder information, Tracesmart Corporate clients will be able to trace people with greater accuracy, as well as gaining access to enhanced data cleansing systems.

March 20, 2008 (FPRC) -- Tracesmart Corporate, market leaders in the provision of online consumer intelligence solutions, such as people tracing, data cleansing and identity checks, have acquired and added 6.7m shareholder records to their already extensive dataset collection. Sourced from the shareholder registers of some of the UK's leading companies, these new records will add a further 4m records to their proprietary dataset, the Tracesmart Register.

The addition of this data to their unrivalled consumer universe, takes the total number of unique records in their database to a staggering 73.3 million - this newly acquired shareholder information is just one of many data acquisition projects Tracesmart Corporate are currently undertaking.

The addition of historic electoral register from 2001 & 2002 is currently taking place, as is the acquisition of supplementary date of birth records.

Users of Tracesmart Corporate's products and services will derive many benefits from these valuable records. The volume and accuracy of this new data will facilitate higher positive result rates when conducting activities such as debtor tracing. Tracesmart Corporates' data cleansing service will also be considerably enhanced – the shareholder information includes 4.7m middle names, which will allow for many more records to be appended during the cleansing process.

"As a company we continuously find ways to increase the size and diversity of our already extensive dataset collection. We constantly strive to improve the accuracy of our market leading Trace, Cleanse and ID solutions in order to retain our position at the vanguard of our industry. I believe that the addition of this fresh data demonstrates our commitment to this." comments Michael John Trezise, Managing Director.

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Keywords

[Debtor Tracing](#)

[Data Cleansing](#)

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