

# SUBTEL

A comprehensive telephone suppression file that enables pre-campaign screening to reduce wastage and save money.

## REMOVE

- Business telephone contacts
- Contacts who have moved
- Vulnerable contacts
- Repeated answer phones
- Do not call requests
- TPS matches (optional)
- Repeated no answers
- Deceased contacts
- Dead numbers
- Fax numbers
- Modems



IMMEDIATE | ACCURATE | INTELLIGENT

If you are involved with tele-marketing SubTel is a must have tool to ensure that your campaign is successful. SubTel allows you to pre-screen your data before you deploy your campaign, ensuring higher performance and ROI.

TPL Media has produced SubTel to aid businesses that conduct telephone marketing campaigns, to enhance data performance and improve campaign ROI.

SubTel is a suppression tool to screen and clean telephone campaign data prior to use to increase data quality and accuracy. Built from historical and live telephone transactional data, SubTel comprises of over 25 million intelligent disposition elements, including faxes, modems, dead telephone numbers, do not call requests, business numbers and many more.

SubTel also provides you with the ability to remove telephone numbers which match the TPS files so that your tele-marketing activity is fully compliant.

Pre-screening your data with SubTel ensures the accuracy of your campaign data that feeds call centre dialers and agents. This helps you connect with consumers that are highly pre-disposed to receive your tele-marketing initiatives and saves you time and money by removing the wastage created by inaccurate data. SubTel can be used on a campaign by campaign basis or maybe accessed under a long term multi usage license agreement.