**Address Finder**

**Welcome to AddressFinder**

Thank you for your interest in AddressFinder. If you want to improve your marketing activity by targeting the prospects most likely to be interested in your product, simply complete the order form below.

It’s easy to apply. You select the area you want to target, use the filters to identify the ideal customer characteristics you want to apply to the properties and the people who live in them, and we do the rest.

You have use of the addresses for 12 months for:

* direct mail
* partially addressed mail
* door-drops
* F2F prospecting
* online selections, including Google and Facebook

And remember, the addresses and selection criteria used in AddressFinder do not include any personalised identifiable information (PII) and are GDPR compliant.

Included with this order form are the AddressFinder Terms and Conditions. Please read these. By sending the order form to More Metrics you accept these Terms and Conditions.

Once we receive your order, we will create our recommended contact list, using your selections on the order form and send you a summary of the addresses and confirmation of the fee. If you are happy to proceed, simply confirm to us by email and pay the fee. We will then send you the addresses in your preferred format within 5 working days.

**If you have any questions, please contact us at:** [**info@moremetrics.co.uk**](mailto:info@moremetrics.co.uk)

Many thanks and we look forward to your order.

**Please now complete the order form**

There is an example of how to complete the order form at the end of the form.

**Your details**

Company name

Registration number (if applicable)

Address

**Delivery details**

Format: Excel file, or CSV file

Email delivery address: …………………………………………………………………………………… …

Contact name: …………………… ………………………………………………… ……

**Number of addresses required**

**Geography**

Select which postcode areas, e.g., “LA”, or UK region, e.g., “North West England” you require

**Select up to 6 filters**

The filters include House Size, House Type, etc. Within each filter you can select 2 or more divisions at no extra cost, e.g., medium and large houses. Please tell us which filters are most important to you by numbering them in the priority box. Leave unused filters blank.

**House Filters**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **House Size** | Small |  | Medium |  | Priority | | |
| tick all required | Large |  | Very Large |  |  |  |  |
|  | | | | | | | |
| **House Type** | Detached |  | Semi-Detached |  | Priority | | |
| tick all required | Terrace |  | Flat |  |  |  |  |
|  | | | | | | | |
| **House Age** | Pre-1950 |  | 1950-1995 |  | Priority | | |
| Actual @60% known | Post-1995 |  |  |  |  |  |  |
|  | | | | | | | |
| **Heating Fuel** | Non-Electric |  | Electric |  | Priority | | |
| Actual @65% known | Other / Unknown |  |  |  |  |  |  |
|  | | | | | | | |
| **EPC rating** | A or B (very good) |  | C |  | Priority | | |
| tick all required | D |  | E, F or G (poor) |  |  |  |  |
|  | | | | | | | |
| **Potential increase in EPC rating** | Nil |  | 1 better |  | Priority | | |
| tick all required | 2 or more better |  |  |  |  |  |  |

**Household Filters**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Life Stage** | Single |  | Family, no children |  | Priority | | |
| tick all required | Family, children |  | Retired |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Age range**  Tick a minimum and a maximum for your required range | **From** | | **To** | | | Priority | | | | | | |
| 0 |  |
| 16 |  | 16 |  | |
| 25 |  | 25 |  | |  | |  | | |  | |
| 35 |  | 35 |  | |  | | | | | | |
| 45 |  | 45 |  | |
| 55 |  | 55 |  | |
| 65 |  | 65 |  | |
| 75 |  | 75 |  | |
|  | | No maximum |  | |
|  | | | | | | | | | | | | |
| **Occupants in Household** | One |  | Two |  | Priority | | | | | | | |
| tick all required | Three or four |  | Five or more |  |  | |  | | |  | | |
|  | | | | | | | | | | | | |
| **Household Income**  Tick a minimum and a maximum for your required range | **From** | | **To** | | | Priority | | | | | | |
| Nil |  |
| £20,000 |  | £20,000 |  | |
| £30,000 |  | £30,000 |  | |  | | |  | | |  |
| £40,000 |  | £40,000 |  | |  | | | | | | |
| £50,000 |  | £50,000 |  | |
| £75,000 |  | £75,000 |  | |
|  | | No maximum |  | |
|  | | | | | | | | | | | | |
| **House Tenure** | Owned, no mortgage |  | Owned, mortgage |  | Priority | | | | | | | |
| tick all required | Rent, social landlord |  | Rent, private landlord |  |  | |  | | |  | | |
|  | | | | | | | | | | | | |
| **Occupation of one of Main Residents** | Professional / Managerial | | |  | Priority | | | | | | | |
| tick all required | Supervisory/Technical |  | Routine occupations |  |  | |  | | |  | | |
|  | | | | | | | | | | | | |
| **Mortgage relative to Income** | High |  | Average |  | Priority | | | | | | | |
| tick all required | Low |  |  |  |  | |  | | |  | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Health** | Good |  | Average |  | Priority | | |
| tick all required | Poor |  |  |  |  |  |  |
|  | | | | | | | |
| **Green Supporters** | High |  | Average |  | Priority | | |
| tick all required | Low |  |  |  |  |  |  |
|  | | | | | | | |
| **Interest in Pets** | High |  | Average |  | Priority | | |
| tick all required | Low |  |  |  |  |  |  |
|  | | | | | | | |
| **Charitable Givers** | Good |  | Average |  | Priority | | |
| tick all required | Poor |  |  |  |  |  |  |
|  | | | | | | | |
| **Concern about International Issues** | High |  | Average |  | Priority | | |
|  |  |  |  |
| tick all required | Low |  |  |  |  |  |  |
|  | | | | | | | |
| **Concern about Multi-Cultural Issues** | High |  | Average |  | Priority | | |
|  |  |  |  |
| tick all required | Low |  |  |  |  |  |  |
|  | | | | | | | |
| **Likely to Smoke** | High |  | Average |  | Priority | | |
| tick all required | Low |  |  |  |  |  |  |
|  | | | | | | | |
| **Likely to be Obese** | High |  | Average |  | Priority | | |
| tick all required | Low |  |  |  |  |  |  |
|  | | | | | | | |
| **Economic and Political Leanings** | Economically left and traditional leaning |  | Economically right and traditional leaning |  | Priority | | |
|  |  |
| tick all required | Economically left and progressive leaning |  | Economically right and progressive leaning |  |  |  |  |
|  |  |  |

**If you have any questions, please contact us at:** [**info@moremetrics.co.uk**](mailto:info@moremetrics.co.uk)

**Example of a request**

A request for 5,000 addresses in the Bristol and Bath areas (for which we’d use the BS and BA postcode areas).

Selection to prioritise household income from £40,000 to £75,000, and then living in large or very large houses. This is 2 selection filters. Occupants in Household is unused.

**Number of addresses required**

**5,000**

**Geography**

Select which postcode areas, e.g. “LA”, or UK region, e.g. “North West England” you want

**Bristol and Bath**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **House Size** | | | Small |  | Medium |  | | Priority | | | | | |
| tick all required | | | Large | **X** | Very Large | **X** | |  | | **2** | |  | |
|  | | | | | | | | | | | | | |
| **Occupants in Household** | One | | |  | Two |  | Priority | | | | | | |
| tick all required | Three or four | | |  | Five or more |  |  | |  | |  | | |
|  | | | | | | | | | | | | | |
| **Household Income**  Tick a minimum and a maximum for your required range | | **From** | | | **To** | | | Priority | | | | | |
| Nil | |  |
| £20,000 | |  | £20,000 |  | |
| £30,000 | |  | £30,000 |  | |  | | **1** | | |  |
| £40,000 | | **X** | £40,000 |  | |  | | | | | |
| £50,000 | |  | £50,000 |  | |
| £75,000 | |  | £75,000 | **X** | |
|  | | | No maximum |  | |

Terms and Conditions

More Metrics Limited, Registered in England 07392928 Registered address: 2 Oakland Road, Clifton, Bristol, BS8 2AL, (“We / Us”) will provide a list of addresses to the client (“You”) identified in this AddressFinder order form (“Form”). By submitting the Form and paying the fee a contract is formed between Us and You (an Agreement) in accordance with these Terms and Conditions.

1. PERFORMANCE

1.1 We will send You the Addresses matching your selections on this Form to the email provided in the format requested.

1.2 We will take all reasonable steps to ensure that all Addresses supplied pursuant to this Agreement will fully comply with Addresses Protection Legislation. For the avoidance of doubt, We neither warrant nor guarantee nor is it a condition of this Agreement that the Addresses supplied are accurate or are likely to be successful in the use to which You put the Addresses and We shall not be liable for any costs losses or damages howsoever arising from the use or non-use of the Addresses.

1. LICENCE
   1. We grant You a non-transferable licence to use the Addresses for 12 months for direct mail, partially addressed mail, door-drops, F2F prospecting and online selections, including Google and Facebook (the Licensed Use) and not further or otherwise.

2.2 For the avoidance of doubt the licence shall not entitle You to supply, market, sell, make available or otherwise dispose of the Addresses to any third party.

3 FEE

3.1 The fee will be confirmed by Us, and paid in full by You, prior to Us sending You the Addresses

3.2 The fee will identify Value Added Tax which shall be payable by You.

4. CONFIDENTIALITY

4.1 The fact, content and terms of this Agreement and any Addresses supplied under it shall be confidential as between the parties and there shall be no breach of that confidence by You otherwise than is necessary for the Licensed Use.

4.2 Save as provided in clause 4.1 each party agrees and undertakes that it will keep confidential and will not use for its own purposes nor without the prior written consent of the other party disclose to any third party all information of a confidential nature, (including but not limited to trade secrets and information of commercial value) which may become known to such party from the other unless such information is public knowledge (other than by breach of this clause 4) or is required to be disclosed by a court of competent jurisdiction.

5. PROPRIETARY RIGHTS

5.1 We reserve the right to provide these Addresses, in full or part, as part of any Agreement with another party.

6 LIMITATION OF LIABILITY

6.1 We neither warrant, nor guarantee, nor is it a condition of this Agreement, that the Addresses supplied are accurate or are likely to be successful in the Licensed Use by You, and We shall not be liable for any costs, losses or damages howsoever arising from the use or non-use of the said Addresses. All conditions warranties and representations expressed or implied by statute common law or otherwise in relation to the supply of the Addresses are hereby excluded.

6.2 Without prejudice to any other terms in this Agreement Our aggregate liability of Us shall not in any circumstances (except in respect of death or personal injury caused by Our negligence) exceed the total sum payable by You to Us under this Agreement.

6.3 We shall not be liable to You for loss of profits or revenues or any indirect or consequential losses or damages whether arising from breach of contract, negligence or howsoever.

7. ASSIGNMENT

7.1 You shall not be entitled to assign, rent, lease, sub-licence, copy or otherwise transfer the benefit of its obligations under this Agreement without the prior written consent of Us.

7.2 You shall not be entitled to assign, rent, lease, sub-licence, copy or otherwise transfer the use of the Addresses supplied in accordance with the Agreement without the prior written consent of Us.

8. FORCE MAJEURE

If We are unable to perform its obligations by reason of matters beyond its control including but not limited to any act of terrorism, war, riot, civil commotion, compliance with any law or governmental order, fire, flood or storm, strikes, lock-outs or other industrial disputes (whether involving the workforce of the party so prevented or of any other party) delay in transit, power failure, postal delay, We will notify You thereof and We shall be entitled at its option to cancel this Agreement or delay its performance for as long as reasonably necessary.

9. GENERAL

9.1 These Conditions shall have precedence at all times and in all circumstances over any Terms & Conditions that You may be in the practice of using.

9.2 Any representations made by Us prior to the making of this Agreement shall not form part of this Agreement and shall be of no effect. This Agreement supersedes all prior Agreements, arrangements and undertakings between Us and You relating to the supply of the Addresses. No variation or addition shall be binding upon the parties unless made in writing and signed by the authorised representatives of both parties.

9.3 Any waiver by Us of any breach of this Agreement by You shall not operate as a waiver of any other past or future breach.

9.4 If any provision or part of a provision of these Conditions shall be or be found by any court of competent jurisdiction to be invalid or unenforceable such invalidity or unenforceability shall not affect the other provisions or parts of such provisions of these Conditions all of which shall remain in full force and effect.

9.5 Any notice hereunder shall be deemed to have been duly given if sent by prepaid first class registered post or to the party concerned at its registered office or principal place of business or such other address as may have been notified pursuant to this provision to the party giving the notice. Notices sent by first class registered post shall be deemed to have been given 7 days after dispatch.

9.6 No term of this Agreement shall be enforceable under the Contracts (Rights of Third Parties) Act 1999 by a third party.

9.7 Nothing in this Agreement and no action taken by the parties pursuant to this Agreement shall constitute or be deemed to constitute a partnership association joint venture or other co-operative entity.

10. JURISDICTION

This Agreement and all obligations under the same shall be governed by the laws of England and the parties submit to the exclusive jurisdiction of the English Courts.