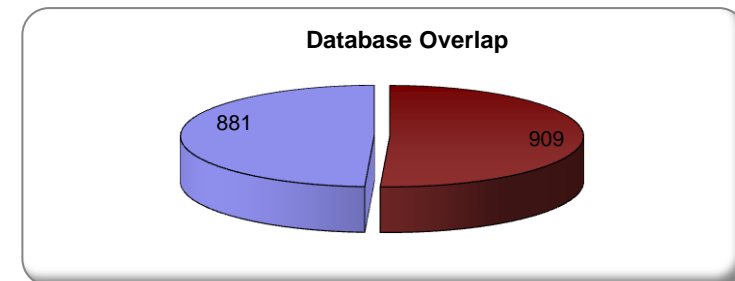


Sample data Comparison Data Comparison

Database Overlap

Agency's Total Database Size
Records supplied with emails and CV dates
Sample % of entire database
Matching iProfiles based on email, name and postcode
No existing iProfile found on email, name and postcode
Overlap Percentage

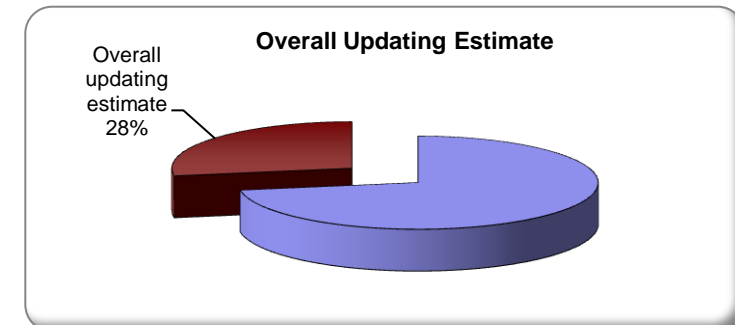
211,000
1,790
0.85%
909
881
51%



Overall Updating Effect

Number of more upto date iProfiles

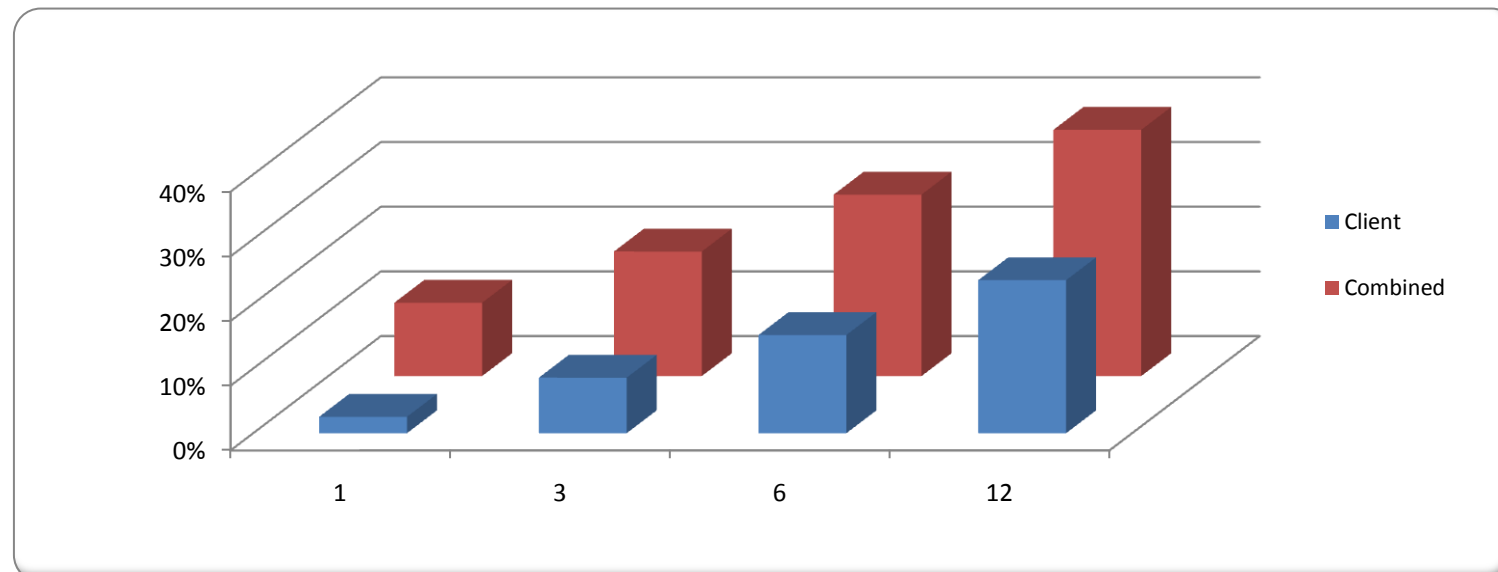
Number	Percentage of sample	Not updated	Overall updating estimate
495	54%	72%	28%



Currency Comparison on overlap

Updated in last month
Updated in last 3 months
Updated in last 6 months
Updated in last 12 months

Client		iProfile		Combined		% Improvement
Records	As %	Additional	As %	Records	As %	
23	3%	80	9%	103	11%	348%
78	9%	97	11%	175	19%	124%
138	15%	117	13%	255	28%	85%
215	24%	131	14%	346	38%	61%



Or to look at it another way...

iProfile Benefit
9412 !!!
additional candidates each month

