



ACTIVE database allows you to connect with customers who have recently transacted within the last six months.



The combined transactional, purchase history and lifestyle data from 42 contributors, across numerous sectors, allows informed decisions to enhance personalised marketing campaigns based on behavioural insights and geo-demographics.

Each record in Active is up-to-date, accurate and proven to have transacted within the last 6 months across direct marketing channels.

Active's channel volumes are:



37 million
postal



5.1 million
landline



13.6 million
email



8.1 million
mobile

Want to know more?
Contact us today

readgroup.co.uk
enquiries@readgroup.co.uk
020 7089 6400



“The best time to promote and sell something to any customer or prospect is in direct response to a communicated requirement or straight on the back of their last purchase – Voilà – REaD Group’s Active file.”

Colin Lloyd, ex founding partner of agency KLP.

Verification and Permissioning

All contact addresses are fully permissioned for third party direct communication.

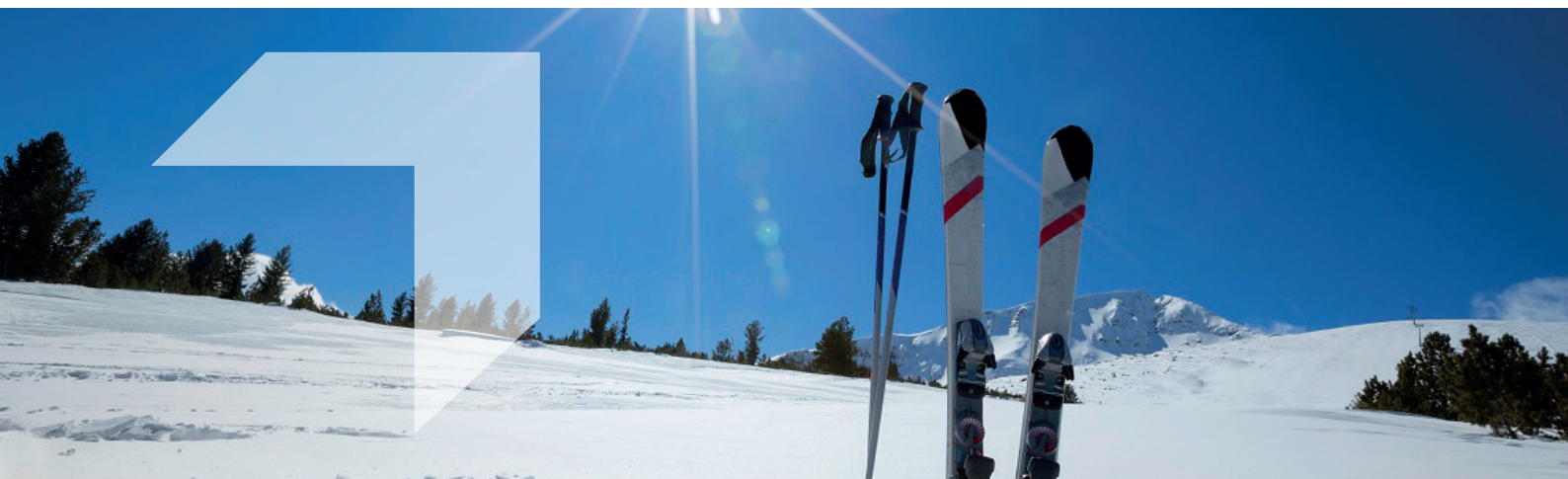
All the individuals on Active are less than 6 months old, meaning marketing budgets are not wasted on in-active customers. All addresses are PAF validated and screened against the Mailing Preference Service (MPS), Telephone Preference Service (TPS) and Postal Address File (PAF).

Additionally, we screen our data monthly against our entire hygiene suite to ensure our information remains up-to-date and relevant.

Profile of Active

Active is a live, continuously updating file, so its volumes are constantly fluctuating. Consequently, the pool of demographic variables is more fluid than many of its competitors. The core variables are:

- Age, people 18 years or older
- Full coverage across the UK countries, counties, and postcodes – all the way down to address level
- Home and credit card owners
- Income and occupation
- Lifestyle variables including hobbies, interests, leisure activities and travel



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Demographics

Married / Living with Partner
Single
Retired
Have Children
Children's Age
Age / DOB
Occupation Band

Regular Reader
Walking/Hiking Interest
Further Education Interest
Current Affairs Interest
Boating Interest
Slimming/Nutrition/Calorie Counting
Fashion
DIY

Ownership / Stability

Home Owner / Have Mortgage
Length of Residency
Council Tax Band
Have Credit Card
Car Owner 1 Car
Car Owner 2+
Make / Model / Type Car

Lifestyle and Interests

Have Pets
Regular Holidays Long Haul Regular
Holidays Short Haul Mail Order Buyer
Internet / e-tail Buyer
Charity Donor
Impaired Mobility
Wears Glasses/Contact Lenses
Active Sporting Interests Cycling
Golf
Motor sport
Rugby
Sailing
Football
Squash
Tennis

Home Improvements

Have Loft
Have Conservatory
Have Other Extension
Considering Extension

Financial Products

Home contents Insurance Renewal
Buildings Insurance Renewal Medical
Insurance Renewal
Motor Insurance Renewal
Considering Will
Have Loan
Considering Pet Insurance
Have Savings / Savings Plan
Have Pension
Have Mortgage
Have Re-Mortgage

Media Interests

Daily Newspaper Readership
Sunday Newspaper Readership
Internet Broadband
Have Satellite Dish
Read Online News

Motoring

Number of Cars
Make and Model
SMMT Class
Year of Registration
Purchased in the last 3 years
Van Owners

Other Information

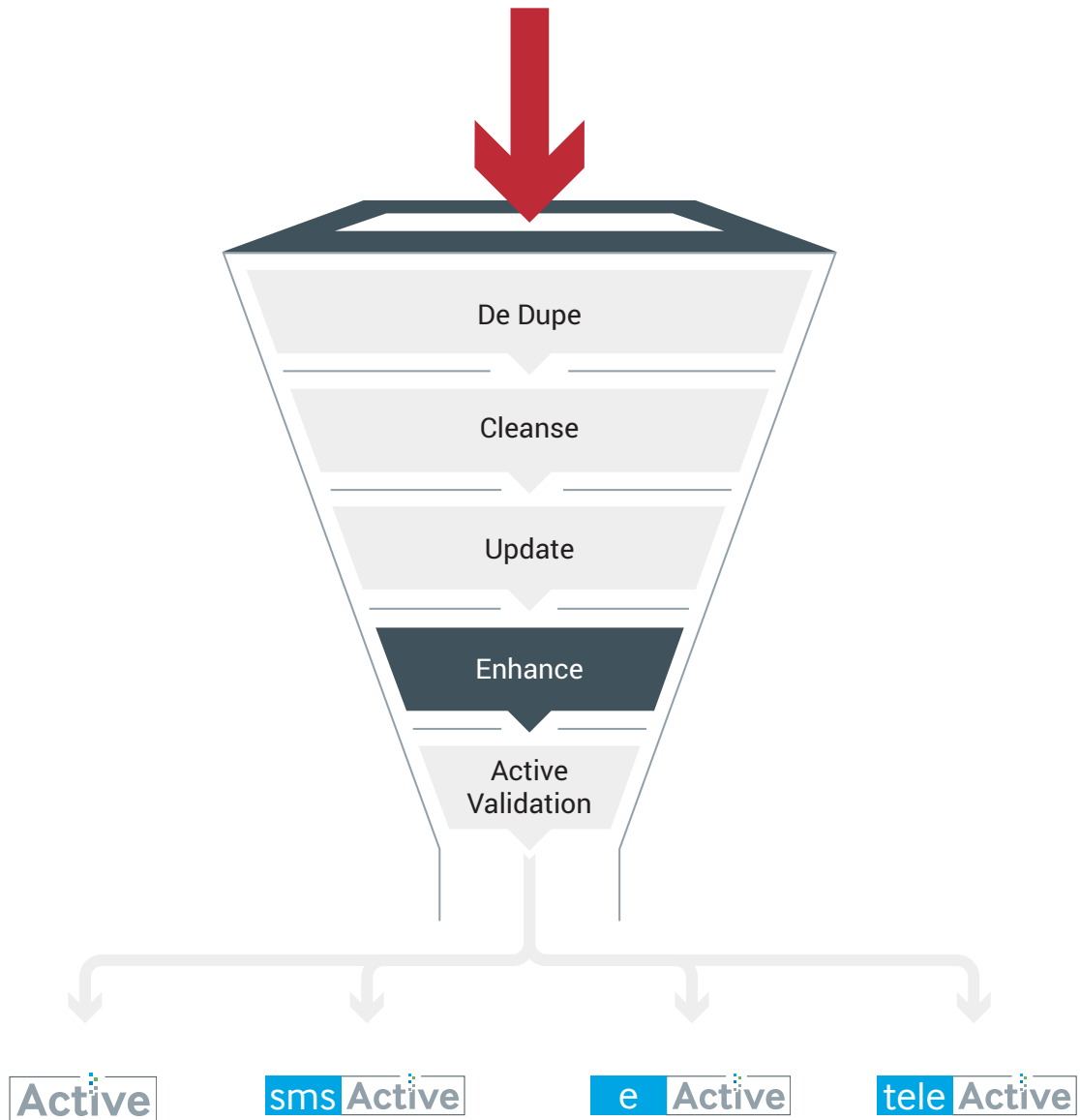
Cameo Household
Cameo Financial
Gauge for Marketing

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Data Contributors



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