



Creating valuable relationships

Data Generation & Consumer choice



The acquisition of new data sits at the heart of our industry, but today it must be done in a completely different way. Consumers of course are unrecognisably savvy compared to a few years ago, but so of course are brands. We all now recognise that establishing long term mutually rewarding relationships starts with being open and honest and persuading consumers that their data is safe with us. Over the last few years at REaD Group we have modernised the entire process of how consumers interact their data with brands.

Research Opinion Poll

The Research Opinion Poll or ROP, is one of the longest running consumer survey in the UK. Since 1985 ROP has been gathering information on consumers to help brands understand their behaviours and motivations in order to enhance their marketing and deliver a superior customer experience.

Furthermore, ROP enables you to survey consumers with your own brands specific questions to identify and target consumers when the likely to be most engage with and receptive to your offer.

REaD Group's comprehensive service ensures that leads are verified, qualified and highly responsive.

- Up to 30,000 individual surveys completed per month on our sites per month supplying a minimum of: title, first name, last name, gender, email, postal, telephone, DOB
- The ability to provide specific targeting so that only your best prospects are presented with your brand and given the opportunity to opt-in
- Incentivised and non-incentivised models to provide choice and coverage



Mydatachoices.co.uk

Consumer choice is at the heart of everything REaD Group provides. Our consumer facing preference centre (**Mydatachoices.co.uk**) is designed to give the consumer complete and ultimate choice of how the information we hold on them is used and how they are communicated with. If an individual's stance is they never want to receive any communication of any type, that's their choice and it should be fully respected! Additionally, if the consumer has certain preferences in relation to specific industry sectors, brands and marketing channel, **mydatachoices.co.uk** gives them the opportunity to specify these preferences in order to receive more of the marketing they actually want and via their preferred channel = happier consumers + better performing campaigns.

