



Prospectus for Insurance is a data solution tailored specifically for the insurance sector – focussing on providing customised data and insight that is vital to maximising customer acquisition and retention.

With an unparalleled database for volume, accuracy and detail, proprietary Confidence Grading for policy renewal dates and tailored analytics and modelling solutions, REaD Group can provide a comprehensive and customised suite of services that will enhance your campaign strategy and results.

Why choose REaD Group's Prospectus for Insurance?

Utilise our unrivalled database that delivers high volume, accuracy and deep insight to inform your campaign schedule, message and offer.

Schedule your campaigns to maximise impact and response rates using our unique Confidence Grading. Renewal dates are validated across multiple data sources to provide high confidence of accuracy.

Create highly targeted, personalised cross-sell and up-sell campaigns that delivery ROI with our tailored customer analytics and modelling.



• 30 million home renewals



• 22 million motor renewals



• Motor breakdown



• Health - critical illness & PMI



• Travel behaviour for 15 million individuals



• 10 million households known to have pets

Confidence Grades



House Information



26 million postal addresses



14 million email addresses



20 million mobile number

Want to know more?
Contact us today

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