



In response to the needs of key market sectors **REaD Group** has developed a series of data solutions tailored to their specific requirements.



The outcome is the most comprehensive, charity sector data in the UK. With over 40m marketable individuals

With the ever changing charity market, including the Fundraising Preference Service; it has never been more important to ensure that every communication that charities make to individuals are to the right person, with the right message, and at the right time.

As part of the relationship that REaD Group have with Acxiom, a new dataset has been developed and launched specifically designed to help charities acquire new supporters. The dataset has been developed using a combination of lifestyle data from the InfoBase Lifestyle Census and charity research data gathered over 4 years. The research sourced information on giving to named charities, methods of giving, value of gifts and preferred communication media. By asking the same questions over a period of time, trends have been built into the dataset and loyalty based variables created.

For specific areas, such as brand preference, sector preference, affordability, channel preference and attitudes and behaviour, propensity models have been built to use the lifestyle data to extrapolate the research data across the whole adult, giving population.

The outcome is the most comprehensive, charity sector data in the UK. With over 40 million marketable individuals, each appended with variables that allow charities to enrich existing supporter records with data specifically designed to support and improve supporter analysis and engagement activity.

Furthermore, it enables charities to find individuals who have a desire to give to their charity, and scale with an indication of preferred communication and giving channel and lifestyle data to ensure messages are tailored accordingly.

Want to know more?
Contact us today

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