



For data driven marketing that delivers

Prospectus for Insurance is a data solution tailored specifically for the insurance sector providing customised data and insight that will help you maximise 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 targeting and ROI.

Why choose REaD Group's Prospectus for Insurance?

An experience team with a proven track record of providing data, data hygiene and insight solutions that deliver results

We know that campaign timing to align with renewal dates is crucial for insurance marketers. Have confidence in the renewal dates with our unique **Confidence Grading** – which means that renewal dates have been validated across multiple, highly trusted data sources to provide enhanced confidence of accuracy.

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



• **30 million home renewals**



• **Buildings**



• **Contents**



• **22 million motor renewals**

Confidence Grades

Policy renewal dates verified across multiple sources for high accuracy.



House Information



26 million postal addresses



14 million email addresses



20 million mobile number

Contact us today for a free count and quote

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