



The science of people movement



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GAS

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GAS
REACTIVE

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Qinetic is the industry's most comprehensive data hygiene file. Rather than simply flagging and removing deceased or goneaway individuals, Qinetic provides more information about these consumers, including relocation addresses and latest occupier information.

The full file is able to keep track of all components of your customers lifecycle cycle. Qinetic makes it easier to maintain and develop relationships with existing customers, identify new prospects and analyse mover information to discover trends in lifestage and lifestyle patterns.

Qinetic combines a number of data sources including local authority data, two credit reference agencies, mover information from third parties with transactional relationships (e.g. mail order, insurance), electoral roll, as well as the data we capture ourselves. All of this is then processed through The Oracle, our data repository that holds, matches, and filters our entire data suite.

With significant changes occurring to the legislative framework in May 2018 – with the implementation of GDPR, Qinetic has been built with those changes very much in mind. Every consideration has been given to the issues of ongoing consent and permissioning whilst ensuring that those changes will not impact on our data supply agreements. Preparing now ensures there will be no compromise on the speed of delivery, the coverage, the accuracy of our data, nor the quality of your direct marketing.

Want to know more?
Contact us today

readgroup.co.uk
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020 7089 6400

What does Qinetic hold?



102 million
records

The Gone-Away Suppression file, established in 1992, is one of the best known and reputable marketing products in the industry, addressing the problem of mailing customers who have moved house.



Non-assumed, validated
data sources



96 million
records of home owners, split
household moves and long/
short term renters



1.4 million
records added monthly

GAS Reactive provides verified forwarding addresses and new occupier details to a Gone Away record.



25 million
relocatable individuals



Response Analysis
shows existing customers are
4 times as likely to buy as a
result of direct marketing



15 million
new occupiers



Updated monthly

The Bereavement Register is the most efficient way to remove anyone who has passed away from your marketing databases.



25 million
relocatable individuals



8 million
records

80%

The Bereavement Register
captures 80% of the 570,000
verified UK deaths in 2014



Weekly Feeds

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