

# Actionable Insight

**Insight**  
 The right knowledge is the key to making more informed decisions and achieving optimal engagement. We can give you that knowledge.



**Every great relationship starts with getting to know each other better...It is no different in marketing.**

We use a range of analysis – applied on a bespoke basis for each client – from basic insight and profiling through complex modelling to help turn raw data into actionable knowledge.

**Lifestyle Data**

What do your customers look like, what are their hobbies, where do they spend their hard earned cash, what media do they consume and how?

**Transactional Data**

What do your customers buy, what is your share of wallet, who are your most valuable customers – now and in the future – and where can you find more of them?

**Media Data**

Where and when is the best place to communicate with your customers, do they prefer mail, email, text, telephone – or are they more social media orientated – and is there any difference between how they want to hear from you and how they want to respond?

Want to know more?  
**CONTACT US TODAY**

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