

Data Quality: Gone Away Suppression file

Keep your customer data current and maximise campaign relevancy and timeliness.

We all know the cost of acquiring customers is far greater than retaining them – even modest estimates are that it costs five times more to acquire, than to retain a customer. Don't wait for customers to inform you they have moved – GAS Reactive will allow you to keep your data current and ensure continuity of contact and relevancy of communications.



Using REaD Group's market-leading and trusted data cleaning products will ensure your organisation is GDPR-compliant and maximise retention:

- **GAS Reactive provides verified forwarding addresses and new occupier details to goneaway records identified in our market leading GAS file**
- **Be confident your customer data is clean and accurate**
- **Retain and reactivate customers who have moved**
- **Optimise relationships with timely and informed direct mail**

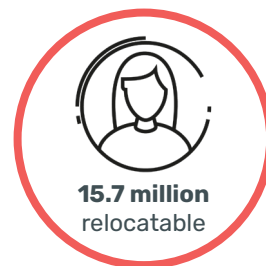
GAS Reactive is updated and validated monthly using multiple trusted sources - including local authority data, two credit reference agencies, mover and transactional data, electoral roll and our own, bespoke database - providing the most up-to-date view of goneaways and movers available for UK consumers.

Data decays at a faster rate than ever before.

Everyday:



3,000
Daily changes to PAF



Want to know more?
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