

REaD Group

**High Impact
Performance Marketing**

**Performance marketing to match the
challenges of compliant customer acquisition**

Targeted and effective performance marketing
will transform your acquisition strategy

High Impact Performance Marketing

Lead Generation How does it work?



REaD Group offer a co-registration model via our proprietary owned lead generation websites which are either prize or product testing led



REaD Group's experienced traffic team drive consumers that meet the required profile to our consumer-facing websites using highly targeted campaigns



Once registered, consumers are offered multiple offers and are given the opportunity to give first party consent to brands.

Question sponsored by Branded Utilities Company



Eye-catching headline!

A brief but informative blurb and text copy summarising who we are, what we do and how we can help you. Maybe even add a snazzy marketing slogan to finish things off!

[Privacy Policy](#)

Who is your energy supplier?

- Please Select -

Would you like to be contacted by us via a specific channel i.e. by phone?

- Yes please!
- No thanks



To ensure compliance with latest legislation, including DPA (2018), REaD Group collects both first and third party consent

Want to know more?
CONTACT US TODAY

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

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IS665396



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REaD Group partner network



Using the REaD Group partner network, a larger quantity of leads can be delivered via multiple websites. This ensures an even spread of leads from a wide range of demographics

All websites in the partner network are chosen and approved by REaD Group's traffic and compliance teams - with full dialogue and client approval.

REaD Group operates transparently allowing our clients to proactively increase or decrease volumes by supplier as well as the traffic team optimising internally

Traffic is driven by email, social media, display, SEO and PPC from trusted partners.

Performance acquisition through email



Utilising Active, (REaD Group's comprehensive consumer database) and the Performance Marketing network, the Performance Marketing Team can provide transparent acquisition through email.

All relevant consents and opt-in details can be provided if required in accordance with the new DPA (2018).

Clients can supply their own landing pages and creatives to be used for campaigns.

or

Our creative team can provide email creative and landing pages with the approval of the client in order to create new and engaging relationships with consumers.

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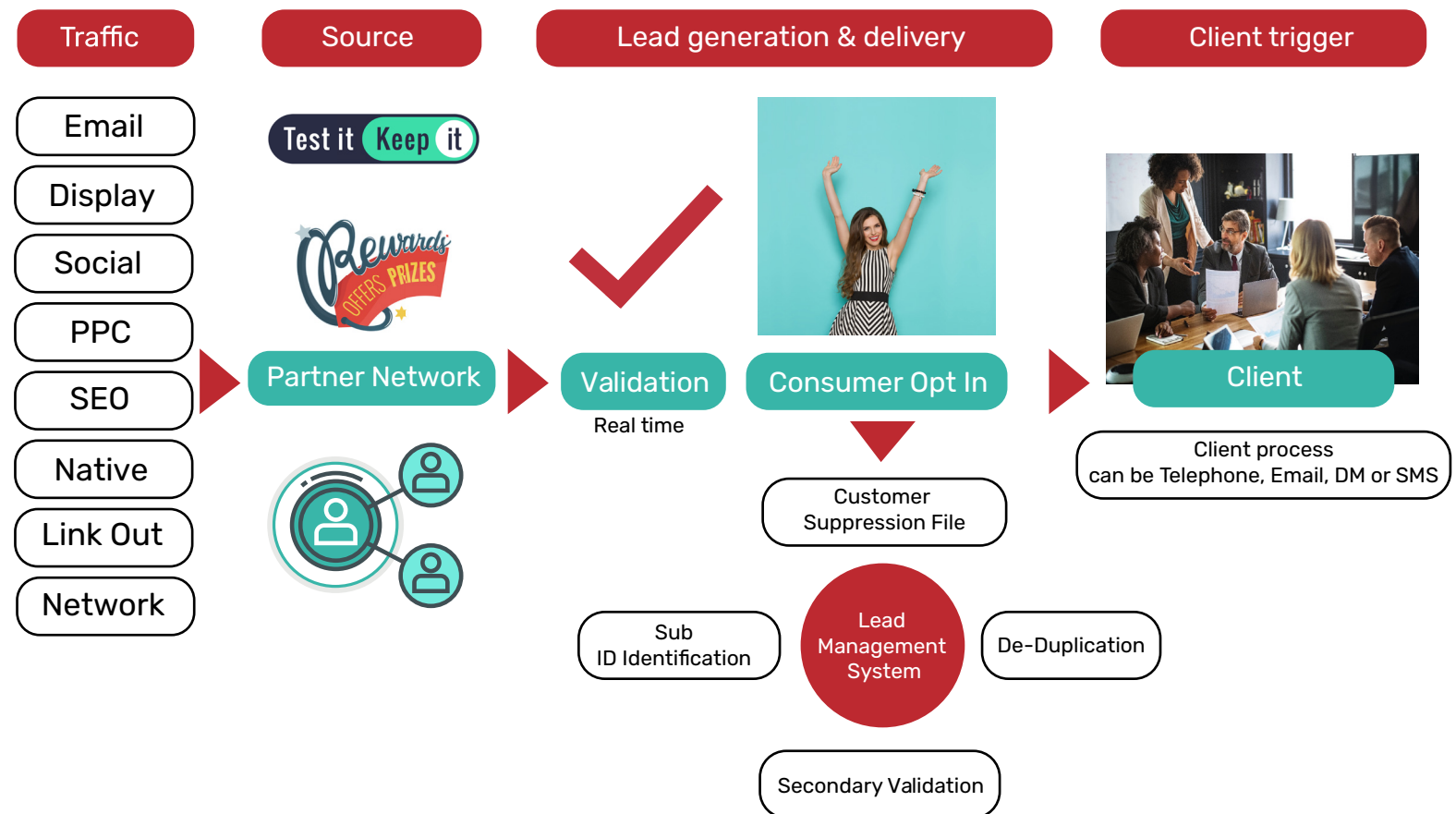
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The User Journey



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REaD Group have been working with one of the UK's largest over-50's health insurance providers for the last 18 months. Over this period, we have provided them with **thousands of quotes**, increased their email selection efficiency and most importantly **reduced their cost per acquisition by 30%** since we began working with them.

Here are some of the clients we work with:



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