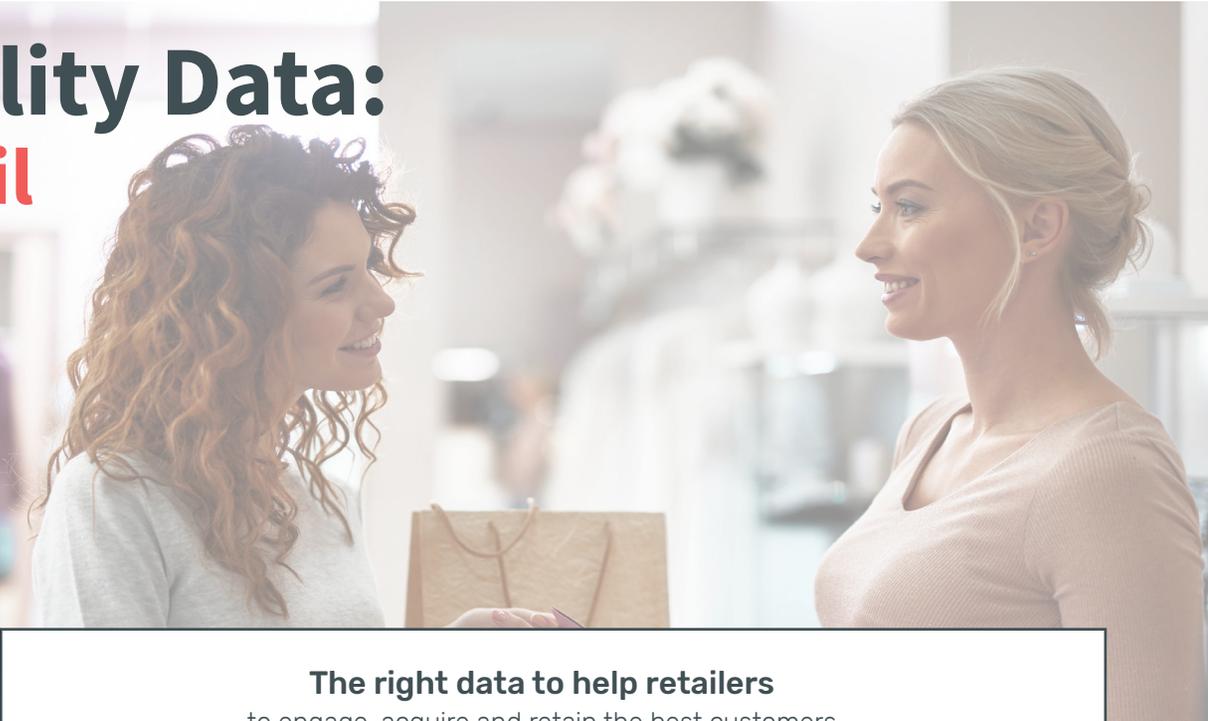


Quality Data: Retail



The right data to help retailers
to engage, acquire and retain the best customers

REaD Group hold the largest and most comprehensive GDPR compliant consumer database in the UK:

- GDPR and PECR compliant marketing data with the highest standard of due diligence
- Transparency of sources and trackable permissions library
- Hundreds of selectable variables to enhance your data and add insight
- Unrivalled in being the only data universe offering prospect and customer enhancement data which has been validated and proven to be recently transacting

- **The data allows informed decisions to enhance personalised marketing campaigns and increase ROI**
- **Proven to drive customer acquisition and engagement with existing and lapsed customers**
- **All records are validated using our strict data compliance and due diligence audits and fully-permissioned**
- **All records are authenticated, fully permissioned and matched against REaD Group's market leading suppression files before being supplied to clients**



26.9 million
postal addresses



2 million
landlines



2.1 million
email addresses



6.7 million
mobile numbers

Want to know more?
CONTACT US TODAY

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



Quality Data: Retail

REaD Group have a vast array of retail specific variables which you can select on or append to acquire, retain or re-engage with customers



Buying Channel -
Mail Order/Online



Interest in fashion



Preferred buying method



Family composition



Loyalty Cards



Monthly credit card spend



Product purchased



Disposable income



Frequency of purchases

“ Our work with REaD Group has provided us with some fascinating insights into who customers are, both past and present, so we can market to them as appropriate. We now have a detailed and accurate picture of who is purchasing from our website, and identifying these key profiles will undoubtedly help shape the face of the business in the future. ”

Armelle Guillet, *Customer Experience Director, Moonpig*



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