

Data Quality

Delivering trusted data quality solutions for educational institutions.

Maintaining the accuracy of your contacts database has never been more important for educational institutions - or easier to achieve. By working with a trusted and credible data partner you can eliminate the risks associated with poor quality data in an efficient and cost-effective manner.

Why clean data is so important in 2020:

- Ensure you have accurate contact data to maximise engagement and avoid errors
- Avoid causing distress and damaging your reputation by removing deceased contacts in a timely manner - especially important for your alumni
- Reduce marketing costs by removing contacts who have passed away or moved
- Adhere to data quality requirements under the GDPR

Why choose REaD Group as your data partner?

REaD Group have been synonymous with data quality for nearly 30 years. Our market leading data cleaning solution is the most comprehensive and accurate in the UK. Available via a choice of delivery mechanisms to align with your systems and processes.



Non-assumed, validated data sources



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



15.1 million relocatable individuals



Updated monthly



10 million records



Records captured as fast as the day of death

Plus best of the rest:



mortascreen™



Contact Adam Tolcher today
to book your free, no obligation data audit.

Want to know more?
CONTACT US TODAY

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

