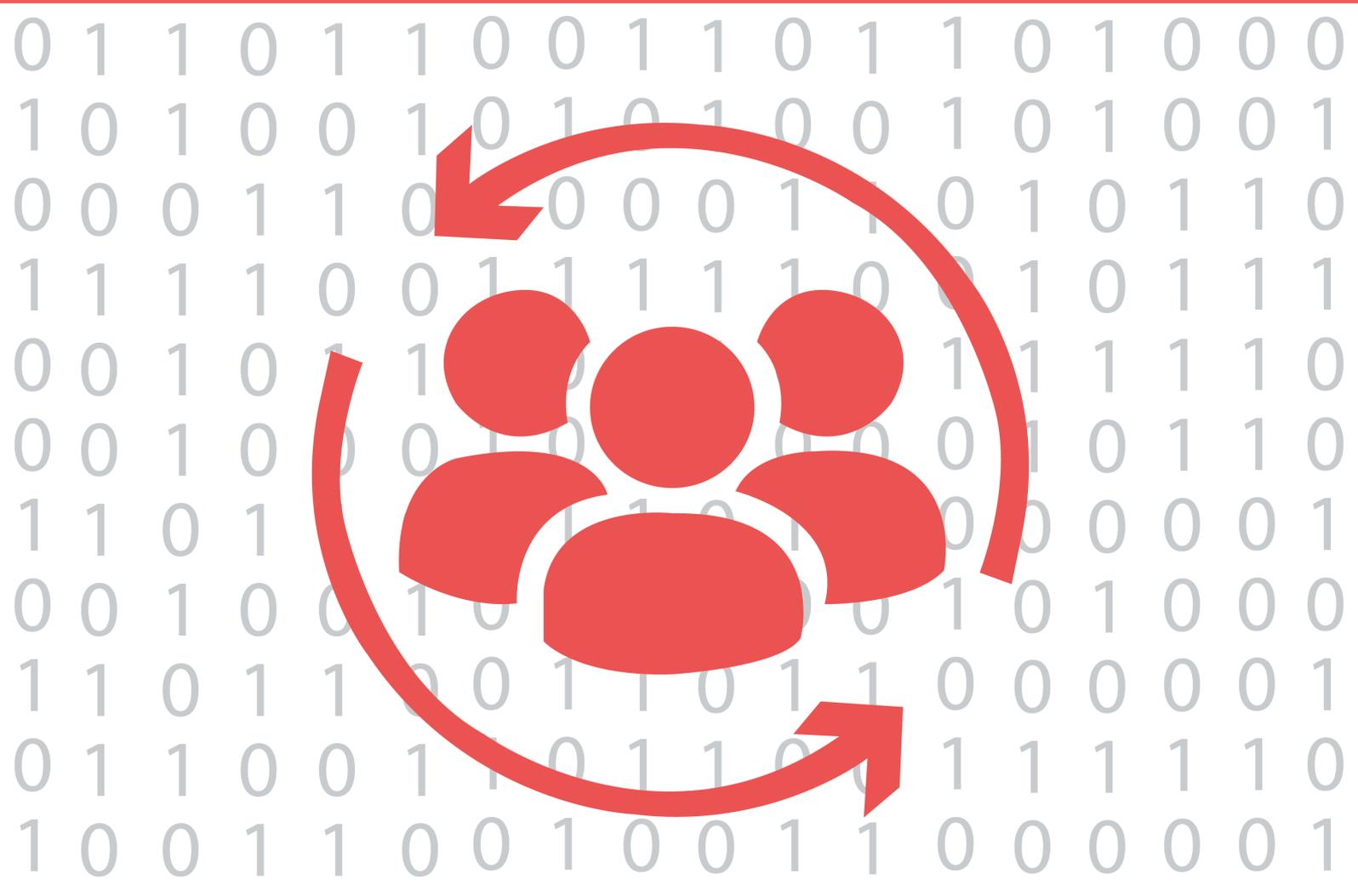
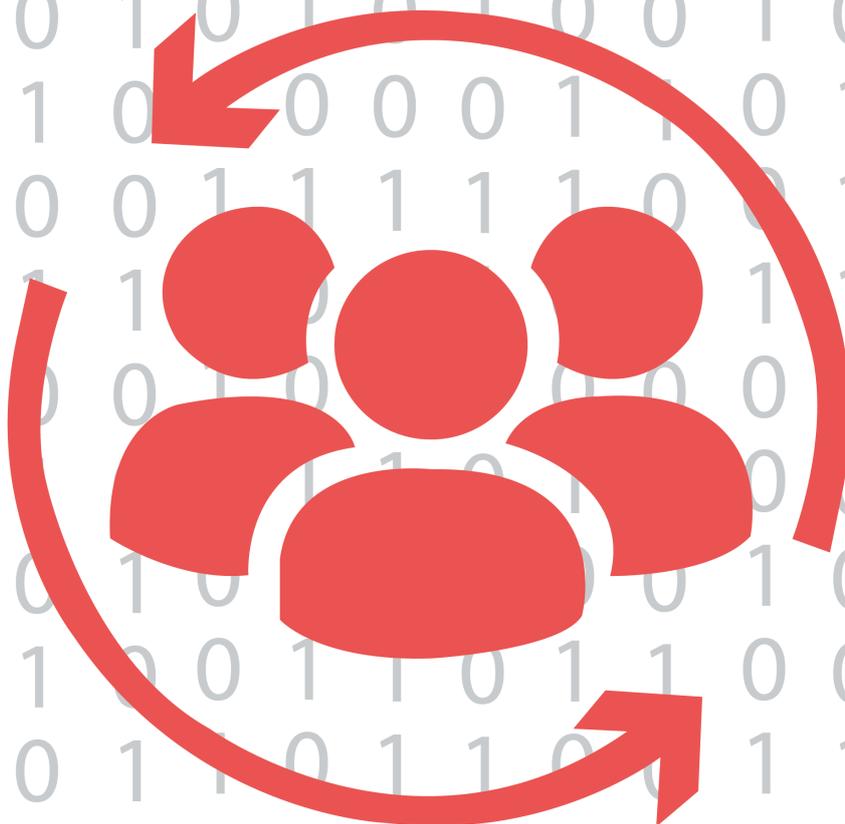




REaD Group

Quality Data

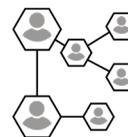
The right data to engage, acquire and retain the best customers



REaD Data is the most comprehensive, clean, accurate and responsive consumer marketing data available in the UK

REaD is one of the most data rich organisations in the UK with an unrivalled understanding of the data market. We can provide our clients with access to highly accurate, responsive and diverse data to enhance customer relationships and make better, more informed decisions about how to communicate with customer or prospect segments across the marketing mix.

Unrivalled scale, depth and coverage



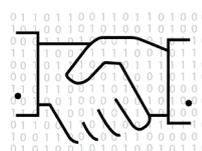
With over 50 million records across multiple channels, REaD is ideally positioned to identify new customers. The richness of the variables held provides an in-depth and insightful view of the UK population. We are confident that we know more about the UK consumer than any other provider.

Hundreds of variables for targeted selections



Now offering over 900 variables our data is sourced from lifestyle, digital and transactional data as well as open source information available at postcode level. Built using permissioned data from multiple sources, the database is a live, continuously updating file, so there is always fresh, recent data being added and made available for selections.

Data you can trust



We work with the best data providers and specialist niche companies. As part of our unparalleled due diligence process, we have implemented a set of strict mandatory rules across all of our contributors. No data is accepted into our data estate unless it meets our very strict compliance criteria. We are passionate about transparency and provide our clients access to our unique Permissions Library.

Marketing leading data quality standards



All addresses are PAF validated and screened against the Mailing Preference Service (*MPS*), Telephone Preference Service (*TPS*) and Postal Address File (*PAF*). Additionally, we screen our data monthly against our market leading suppression suite to ensure our information remains up-to-date and accurate. We are also the only data and insight company to partner with two credit reference agencies - this has cemented our ability to provide the highest levels of data accuracy.



We are always looking for new customers and REaD Group have supported us with this by providing profiled leads. REaD find look-a-like prospects based on our customer demographic and we've had overwhelming success, which is why this continues to form part of our on-going strategy. The Data is continually improved by overlaying any prospects that book with us to ensure that the output is even more targeted each time.



Tom Adams, Senior Marketing Executive - Customer Acquisition

We can tell you more about an individual than any other company

With over **900** variables for highly targeted, relevant and high impact marketing communication.

Lifestyle *What do they like?*

Interests and activities

Sports and fitness
Music and theatre
Gardening
Fashion
Education
Shopping
Reading
Food and wine
Travel

Behaviour

Consumables
Financial
Media
Shopping
Social consciousness
Technology
Transport
Travel
Charity giving and activity

Health

Health quality
Morbidity
Smoker
Vulnerability

Personal details/identifiers *How do i identify them?*

Employment

Number of earners (in household)
Number of adults in household not employed
Self-employed
Individual's occupation
Employment status
Household employment stats
Financial status and headroom
Tenure

Lifestage

Demographics
Property ownership
Transport/vehicle ownership
Number of children
Family composition
Health

Individual engagement *How do you engage with them?*

Contactability

Preferred channel
Individual details
Responsiveness
Permissions and consent

Digital engagement

Consent and engagement date
Channel recency
Engagement by channel
Engagement by recency

Connectedness

Broadband connection
Number of devices
Digital access

Personal finance *What do they spend money on?*

Disposable income

Consumption
Hobbies/interests
Travel
Technology

Necessities

Spending on clothing,
footwear and personal
effects

Home commodities

Utility bills
Household goods
Personal care

Location *Where do they live?*

Geography

Region
Postcode
Post sector
TV region
Rural urban indicator
Population density

Property

Property purchase data
Property type
Council tax band
Number of bedrooms
Year home built
Type of insulation
Length of residence



Powerful data solutions

The right data means better marketing decisions and increased ROI. REaD data is both rich and versatile and can be used for a wide variety of marketing and insight purposes, including sector specific applications and models:



Active is the most comprehensive view of active online and offline marketable consumers available in the UK containing over 50 million individuals. Bursting with selectable variables, Active combines transactional history, lifestyle choices, behavioural insights and geo-demographics to help target your campaigns at every level. The file itself is compiled from multiple trusted sources and lists including a blend of credible lifestyle surveys, financial transactions, open source models, social media and sourced data.



Acxiom's data set is built by combining the intelligent responses of online and offline surveys, consumer satisfaction questionnaires and product warranty cards. Built by combining responses to online and offline customer surveys and questionnaires collected in partnership with many of the UK's major blue chip companies. REaD Group has a strategic partnership with Acxiom and we are the sole UK re-seller of their survey captured data set.

prospectus

for insurance

Prospectus for Insurance is a market leading data solution tailored specifically for the insurance sector.

Proven to deliver unrivalled data and insight to maximise customer acquisition and retention.

With an unparalleled database for volume, accuracy and detail, proprietary Confidence Grading for policy renewal dates, Prospectus for Insurance will enhance your campaign targeting and ROI.

prospectus

for charity

Prospectus for Charity delivers the ability to develop highly targeted donor acquisition for your charity or cause, at scale, per channel and with an intelligent level of insight to target your message according to the individual. It is the most comprehensive data set designed specifically for the charity sector to effectively reach and engage with more of the right people – and maximise donor acquisition.



Models for highly targeted marketing

REaD Group also offer a range of models including bespoke models to track consumer vulnerability, propensity to switch supplier and Covid-19 risks.

Consumer Vulnerability Score Model



Vulnerability is a factor that influences how consumers should be communicated with and affects multiple sectors, including utilities, charities, gambling and finance to name but a few.

There is increased pressure to demonstrate that brands are treating vulnerable consumers with due care and attention.

However, for most brands the only way to do this is by asking the consumer to self-declare. To help with this, REaD Group have created a Consumer Vulnerability score.

The score has been created using a combination of factors, including: age, income, housing, education, transient states of the consumer such as health, market forces acting on the consumer and levels of susceptibility to these forces.

Switcher Model



Our unique Switcher Model, built using the most accurate and variable rich consumer data universe in the UK, allows the segmentation of a customer database to identify those with the greatest propensity to switch from their existing provider.

Ideal for utilities, telecoms companies and other services suppliers, our switcher model offers a unique solution for both acquisition and retention, across multiple channels.

As the Switcher Model is based on our unique validated and permissioned consumer database, containing over 50 million marketable individuals and an unrivalled selection of hundreds of variables, there is no comparable solution for identifying switchers available on the market.

Covid-19 Risk Model

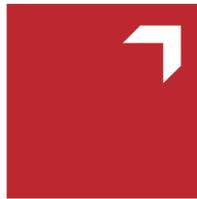


In collaboration with our partner More Metrics, REaD Group is making available a Covid-19 dataset that provides estimates of risk factors and infection rates at a range of local geographies (Ward, Parliamentary Constituency and Clinical Commission Group).

Examples of how the dataset can be used include:

- Screening to de-select vulnerable consumers for campaigns
- Attaching codes to inbound contact data to understand the consumer you are talking to
- Adding the data to models to ensure these factors are considered when selecting consumers for campaign





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