



REaD Group



Data Quality

Keeping your data clean and accurate has never been more important for your business

Data Quality

GDPR has created specific obligations with regards to data quality

Personal data shall be: Accurate, and where necessary kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purpose for which they are processed, are erased or rectified without delay.

Are you confident you can meet this legal requirement?

REaD Group can take the strain out of keeping your data clean and accurate – providing easy to implement, market leading data cleaning products.

Data decays at a faster rate than ever before. Everyday:



9,590
Households
move

Source: ONS & Royal Mail

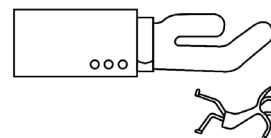


1,671
Pass away

Source: ONS (2020)



3,000
Daily changes
to PAF



1 in 5 (19%)
of businesses have lost a customer
due to incomplete or inaccurate data

Source: dun&bradstreet - The Past, Present and Future of Data 2019

Implications of poor data quality

- Increased risk of fines
- Wasted marketing budget sending campaigns to gone aways and deceased
- Brand damage and distress caused by marketing to deceased contacts
- Lost sales opportunities through losing contact with customers who have moved
- Compromised customer insights
- Environmental considerations
- Poor customer experience


Benefits of accurate, clean data


- Improved customer experience
- Better targeted communications and less wastage
- Improve campaign performance
- Increased sales opportunities
- Enhance brand reputation
- Better database integrity
- Informed decision making

Data Quality

REaD Group's data quality products are **the most accurate, comprehensive, trusted and up to date suppression product available in the UK**. Combining three market leading products – The Gone Away Suppression file (GAS), GAS Reactive and The Bereavement Register (TBR) – REaD Group can deliver accurate data cleaning and enhanced data quality.





 Non-assumed, validated data sources

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

 15.7 million relocatable individuals

 Updated monthly

 9.8 million records

 Records captured as fast as the day of death = **567,780 in 2020**

TBR is the most efficient and accurate way to remove anyone who has passed away from your marketing databases – reducing the risk of reputational damage and enhancing campaign performance.

Plus best of the rest:



Available via a range of delivery mechanisms to suit your requirements:



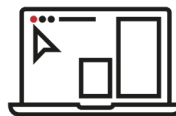
Licence



Managed Services



Inline



Online



REaDConnect

1

Want to know more?
**FOLLOW THESE
3 SIMPLE STEPS**

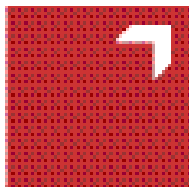
Contact us today to find out more about data cleaning and REaDConnect- and book in a no obligation data health check

2

Identify the most effective delivery mechanism to align with your data systems and processes

3

Implement and have the peace of mind that your data is clean and accurate – maximising the value of your data



REaD Group

Want to know more?
CONTACT US TODAY

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