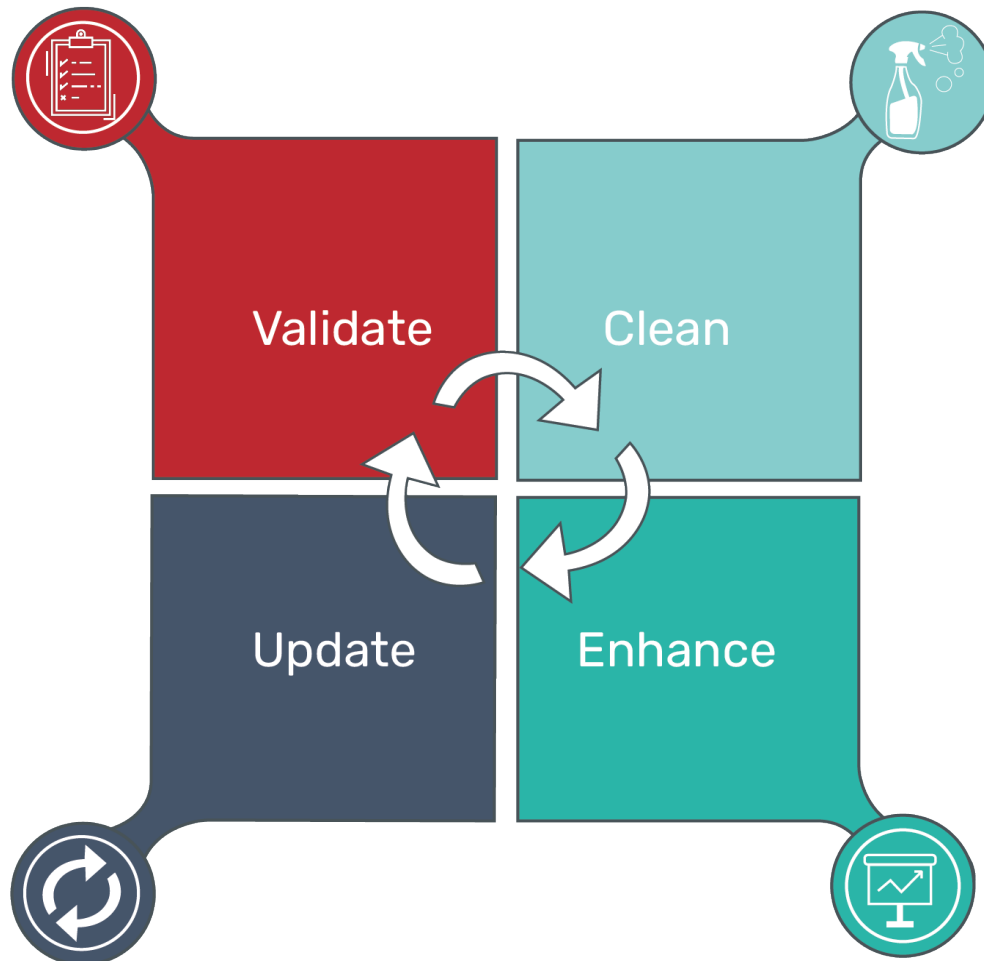




REaD>Online from REaD Group

REaD>Online is a market leading online platform that enables you to efficiently and effectively manage and maximise the value of your customer and prospect data.

Providing access to the most comprehensive and trusted data available in the UK, the REaD>Online platform from REaD Group is the number one choice to **validate, clean, update** and **enhance** your data.



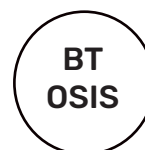
Why use REaD>Online from REaD Group?

- Easily and efficiently maintain the accuracy, completeness and usability of your customer and prospect data
- Reduce the costs and risk caused by incorrect data
- Maximise data quality to enhance targeting and results
- Effectively standardise your data to improve matching
- Quick and easy sign up process - simply register online and you'll be ready to go
- You select only the services you wish to use to suit your requirements
- Flexible payment options - set up a credit account or by 'pay as you go' by credit card

Data Quality: REaD>Online **Clean**

Quickly and easily run comprehensive data cleaning jobs using the REaD>Online step-by-step processing wizard and market leading selection of data for:

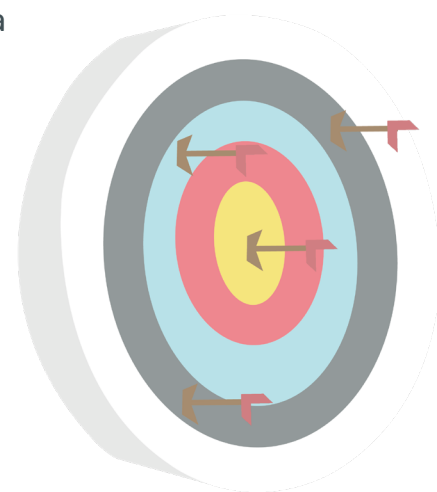
- **Address Screening** - Address Cleaning versus the PAF file (Postcode Address File), new address services for consumer and business movers and consumer residency checks and data deduplication
- **Mail Suppression** - Goneaways, deceased screening and preference service checks
- **Telephone Numbers** - Telephone number append and verification plus TPS screening
- **Data Collating** - Geodemographic flags, wealth profiling, ages and dates of birth, council tax data, email validation and append, name checks and salutations, profanity checker



Quality Data: REaD>Online **Supply**

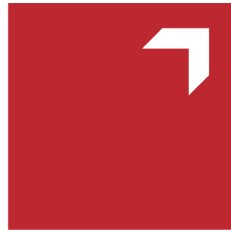
Enrich your data and source new prospects based on target criteria such as area and demographic variables:

- Geographical
- Charities
- Hobbies
- Household
- Insurance
- Personal
- Socio-demographic



Contact the data experts at REaD Group today to find out more about how REaD>Online can transform your data management.





REaD Group



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