Quality Data:
Prospectus for Insurance

Prospectus for insurance (PFI)
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.

prospectus
for insurance

With an unparalleled database for volume, accuracy and detail, proprietary Confidence Grading for policy renewal dates and tailored analytics and modelling solutions, REaD Group can provide a comprehensive and customised suite of services that will enhance your campaign strategy and results.

✓ **Optimised acquisition through highly targeted campaigns**

✓ **Timely and effective upsell and cross-sell activity**

✓ **Best customer identification and retention**

⌐ **Utilise our unrivalled database that delivers high volume, accuracy and deep insight to inform your campaign schedule, message and offer**

⌐ **Schedule your campaigns to maximise impact and response rates using our unique Confidence Grading**

⌐ **Renewal dates are validated across multiple data sources to provide high confidence of accuracy**

⌐ **Create highly targeted, personalised cross-sell and up-sell campaigns that delivery ROI with our tailored customer analytics and modelling**

> " Working collaboratively with REaD Group has been instrumental in enhancing our data and marketing strategy.
> We now have the capability to see an accurate, real-time view of our customer base – providing invaluable insight and enabling us to ensure we are taking a highly targeted and customer focussed approach.
> This has resulted in significant steps towards increasing our retention rates and LTV.
> We are excited to continue working with the REaD Group team. "

Brad May, Chief Marketing Officer

Staysure™

readgroup.co.uk/contactus
enquiries@readgroup.co.uk

Contact Ellie Engley today
on 07487 242296 to know more

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Corporate member
DMA Data & Marketing Association

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

Insurance renewal months – home/buildings/contents/motor

Presence of insurance – travel/breakdown/pet

Family composition

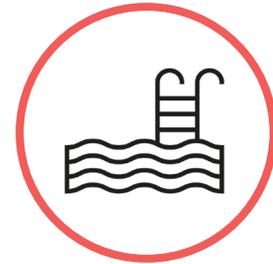Property information

Car ownership information

Travel frequency

Affluence

Credit card ownership

Leisure interests/product usage

Just some of the clients we work with:

Staysure™

ageas. easy as

The **co-operative** bank

PRUDENTIAL

A a-plan

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