



# 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.



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 deliver 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**<sup>™</sup>

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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



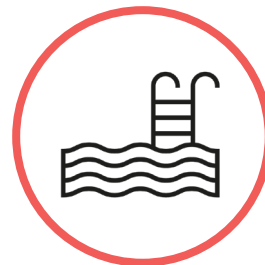
Travel frequency



Affluence



Credit card ownership



Leisure interests/product usage

Just some of the charities we work with:

