Quality Data:
Switcher Model

REaD Group presents our unique Switcher model
built using the most accurate and comprehensive consumer data universe in the UK

REaD Group's Switcher model allows the segmentation of a customer database to identify the propensity or an individual or household to switch from their existing provider.

Ideal for utilities and telecoms companies, our Switcher model offers a unique solution for both acquisition and retention, which also includes selection for channel preference to further improve your campaign performance. In addition bespoke model refinement can be conducted by REaD Group utilising client data to enhance model performance.

REaD Group hold the most comprehensive, clean, accurate and responsive permissioned consumer marketing data available in the UK. Apply this data to drive your acquisition and retention strategies.

REaD Prospect – we can create the perfect prospect pool using our unique set of variables, combining data from a wide variety of trusted sources including demographics, property details, interests and attitudinal data.

REaD Enhance – we can tell you more about your customers than any other data company! Apply that knowledge to your customer base to ensure your communications are targeted, relevant and profitable.

Our data provides granular details at household and individual level to support acquisition and retention.

- **Propensity to switch**
- **Loyalty indicators**
- **Energy usage - gas and electricity**
- **Household variables including house type and number of bedrooms**
- **Household composition including presence of children**
- **Demographics & lifestyle variables**
- **Affluence markers**

Energy
usage

Propensity
to switch

Household
details

How many new customers will you find?
REaD Group Switcher model is available for immediate testing, contact us now to set up a trial

Email: phil.ward@readgroup.co.uk

Want to know more?
CONTACT US TODAY

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