

# Quality Data



**Verisk Financial**  
State of the art wallet share models and merchant analytics



Verisk Financial have developed a solution that can be applied to all stages of a customer's lifecycle consolidating all the banking products they use.

Transactional data cleaning is used to deliver reliable merchant tagging that allows Verisk Financial to create extended views of customers that cover their entire wallet spend.

These unique wallet-based models allow you to understand your customers spending behaviour, on a market-wide scale, without Personally Identifiable Information (PII).

Understand how customers are spending on your brand at different locations, including online, as well as their loyalty card spend.

We can combine REaD Group's comprehensive UK consumer data with Verisk financial models to create comprehensive customer profiles, demographics and segmentations to ensure that you truly understand your customers and prospects, maximise acquisition, retention and LTV.

- **Analyse** - customer value and identify your most profitable customers and customise your marketing activity
- **Measure** - geographic reach and identify your flagship stores, opportunities for new stores and optimise your branch strategy
- **Understand** - how your customers are spending with your brand, with your competitors and their general spending habits to drive increased market-and wallet-share.
- **Create** - prospect lists using equivalent retail category shoppers who are not currently transacting with your brand.



Want to know more?  
**CONTACT US TODAY**

[readgroup.co.uk/contactus](http://readgroup.co.uk/contactus)  
[enquiries@readgroup.co.uk](mailto:enquiries@readgroup.co.uk)  
020 7089 6400