

REaD Group: Pet Data



The Coronavirus pandemic and associated lockdowns has seen a boom in pet ownership and this has seen more consumer spending on pets than ever before!

Spend on pet food and treats, medicine, vet care, insurance, bedding and toys and other services such as day-care and boarding have all been on the rise.

To support this key trend in consumer spending behaviour, REaD Group has developed a series of data sets and models to support brands who want to target pet owners for relevant products and services – including insurance.

REaD Group hold data that includes the following variables:

- Pet owners
- Owns a cat
- Owns a dog
- Have pet insurance
- Pet insurance renewal dates

We also hold open source, non-personalised 'petition data' published at Parliamentary Constituency level. We can select data where individuals have supported 'Animal Welfare' campaigns and can tailor this to 'care for pets – cats/dogs'.

Another animal care indicator could be identifying supporters of animal charities e.g.

- Age 20-40, donate to animal/pet charities
- Age 30-50, donate to animal/pet charities

We can provide:

- Audience targeting criteria
- Volumes available including overlap
- Channel options
- Activation options (with/without customer data)
- Minimum volume/spend criteria

To find out more about our bespoke data services please contact us.

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

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