



**REaD** Group



# Data Quality

Keeping your data clean and accurate has never been more important for your business

# Data Quality

## GDPR has created specific obligations with regards to data quality

Personal data shall be: Accurate, and where necessary kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purpose for which they are processed, are erased or rectified without delay.

### Are you confident you can meet this legal requirement?

REaD Group can take the strain out of keeping your data clean and accurate – providing easy to implement, market leading data cleaning products.

### Data decays at a faster rate than ever before. Everyday:



**9,590**  
Households  
move

Source: ONS & Royal Mail

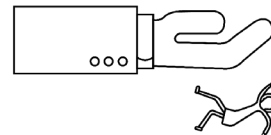


**1,671**  
Pass away

Source: ONS (2020)



**3,000**  
Daily changes  
to PAF



**1 in 5 (19%)**  
of businesses have lost a customer  
due to incomplete or inaccurate data

Source: dun&bradstreet - The Past, Present and Future of Data 2019

## Implications of poor data quality

- Increased risk of fines
- Wasted marketing budget sending campaigns to gone aways and deceased
- Brand damage and distress caused by marketing to deceased contacts
- Lost sales opportunities through losing contact with customers who have moved
- Compromised customer insights
- Environmental considerations
- Poor customer experience


## Benefits of accurate, clean data


- Improved customer experience
- Better targeted communications and less wastage
- Improve campaign performance
- Increased sales opportunities
- Enhance brand reputation
- Better database integrity
- Informed decision making

# Data Quality

REaD Group's data quality products are **the most accurate, comprehensive, trusted and up to date suppression product available in the UK**. Combining three market leading products – The Gone Away Suppression file (GAS), GAS Reactive and The Bereavement Register (TBR) – REaD Group can deliver accurate data cleaning and enhanced data quality.





 Non-assumed, validated data sources

 107.8 million records of home owners, split household moves and long/short term renters

 15.3 million relocatable individuals

 Updated monthly

 11.5 million records

 Records captured as fast as the day of death = **567,780 in 2020**

TBR is the most efficient and accurate way to remove anyone who has passed away from your marketing databases – reducing the risk of reputational damage and enhancing campaign performance.

## Plus best of the rest:



Available via a range of delivery mechanisms to suit your requirements:



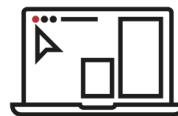
Licence



Managed Services



Inline



Online



REaDConnect

1

Want to know more?  
**FOLLOW THESE  
3 SIMPLE STEPS**

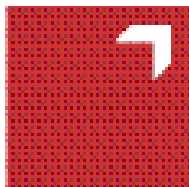
Contact us today to find out more about data cleaning and REaDConnect- and book in a no obligation data health check

2

Identify the most effective delivery mechanism to align with your data systems and processes

3

Implement and have the peace of mind that your data is clean and accurate – maximising the value of your data



# REaD Group

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



REaD Group is the trading name of REaD Group Ltd (Registered in England No. 2959244). VAT Reg. No. 8219580 21.