



REaD Group

Data Quality



Data Quality

Keeping your data clean will ensure you are complying with data regulations, avoid brand damage and improve campaign results

Your data is decaying at a faster rate than ever before! Over the course of a year 30% of your data will become invalid which puts your business at risk from legislative fines, brand damage and is bad news for your campaign results!

Over 1,600

Pass away daily

Source: DNS & Royal Mail Market Reach

10,000

Households move per day

3,000

Daily changes to PAF

1 in 5 (19%)

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 goneaways and deceased individuals
- ! 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
- ✓ Improved campaign performance
- ✓ Increased sales opportunities
- ✓ Enhanced 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 suite available in the UK**. Combining three market leading products – The Gone Away Suppression file (GAS), GAS Reactive and The Bereavement Register (TBR) – REaD Group pride ourselves on accurate data cleaning and enhanced data quality.





 Non-assumed, validated data sources

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

 15 million relocatable individuals

 Updated monthly

 12 million records

 Records captured as fast as the day of death


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:



How you can use our Data Quality products:

LICENSE



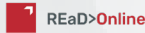
- License REaD products for use in-house
- Report usage
- Security approved
- 120m+ records
- Regular updates

REaDExpert




- Managed services via a Technical Account Manager
- Full service offering
- SFTP data transfer
- Bespoke requirements

REaD Online



- The UK's most trusted online, self-serve data management platform
- Audit reports and cost available prior to purchase
- Technical & Account Management support

REaDConnect



- Access to data assets via API or SFTP
- Quickly clean, validate and enhance your data
- Seamless, efficient and secure

REaD Solutions



- Tailored hosted solutions
- BI reporting
- Single Customer View (SCV)
- Campaign management and reporting
- Insights and analytics

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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
enquiries@readgroup.co.uk
020 7089 6400



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