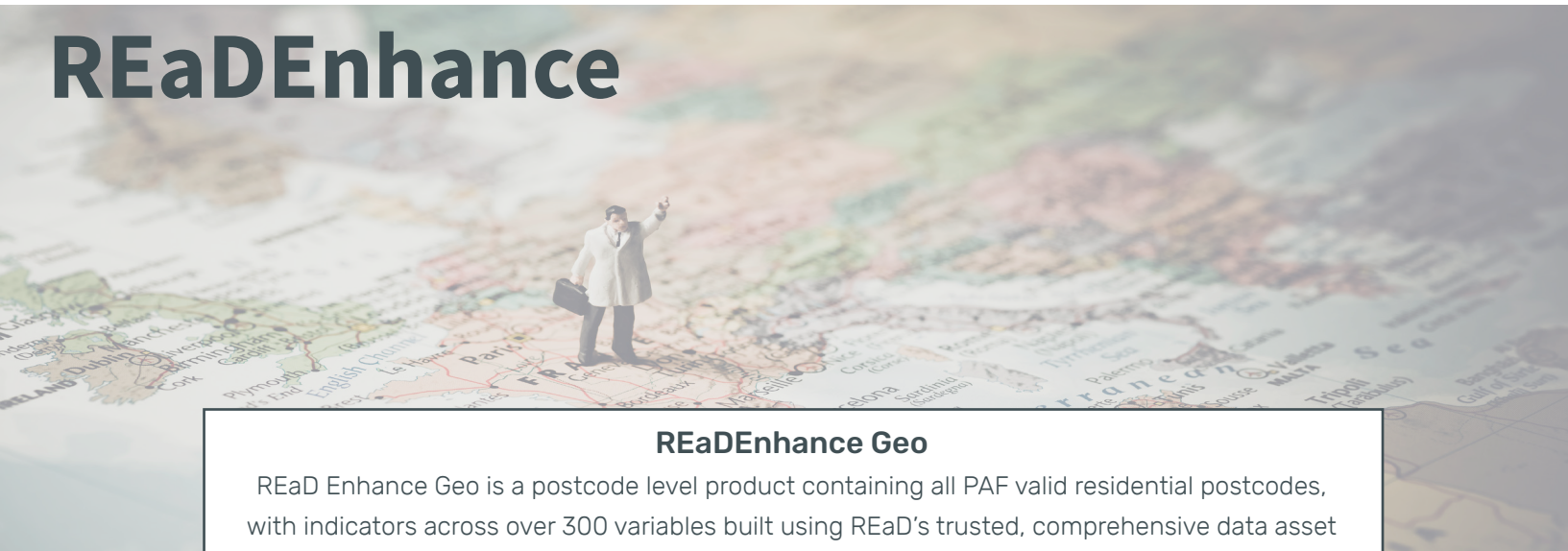


REaDEnhance



REaDEnhance Geo

REaD Enhance Geo is a postcode level product containing all PAF valid residential postcodes, with indicators across over 300 variables built using REaD's trusted, comprehensive data asset repository.



The data can be used to support a wide range of opportunities including location analysis, marketing planning and targeting and new product development, allowing you to create detailed views of specific areas of geography.

Compiled from a number of Open-Source data points with additional modelled attributes including GeoSociety, a rich source of data giving valuable insight into what issues are concerning particular locations and sections of society.



- REaD Enhance Geo can deliver:**
- Enrich your customer data with pertinent postcode and locality information
 - Identify and attract profitable customers
 - Optimise trading locations by understanding catchment profiles
 - Reach the right target audience with the right marketing message
 - Gain better model performance by including geographical level variables

Find out more
Contact us today

readgroup.co.uk/contactus
enquiries@readgroup.co.uk
020 7089 6400