



Consumer Data

REaD Enhance Core

REaD Enhance Core is a powerful and comprehensive individual level product containing over 50m UK adults. It contains over 100 actual and modelled attributes across demographic and lifestyle variables built using REaD's trusted, comprehensive data asset repository.

REaD Enhance Core provides an in-depth view of individuals; key indicators of who they are, their lifestage, who they live with, what they earn, how they earn it, the financial products they hold, what they're interested in, what causes and issues are important to them and how environmentally conscious they are.

This product is designed to help you gain better insight into your customers and prospects. The REaD Enhance dataset provides users with a set of predictive and descriptive attributes which support more informed, targeted and relevant marketing to consumers.



REaD Enhance Core can deliver:

- Data Enrichment to further understand your customers and prospects
- Customer Profiling to compare specific groups of customers to a given base
 - Persona Development to bring your customer segmentations to life
- Predictive Variables to identify likely response, churn, up-sell/cross-sell
 - Market Sizing