



Consumer Data



REaD Enhance 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