



Consumer Data

REaD Enhance Property

REaD Enhance Property is an address level product built using REaD's trusted, comprehensive data asset repository.

REaD Enhance Property provides everything you would want to know about a property; from property type, number of bedrooms and its current market value to how efficient the heating system is. This product also includes home mover data, providing information around its current listing status, property purchase dates as well as a predicted move date.

This product is ideal for users who want to understand behaviours which can be identified through pertinent property characteristics or whose marketing activity can be improved by understanding home movers, such as insurers, utility companies and telecom providers.



REaD Enhance Property can deliver:

- Data Enrichment to further understand the property characteristic which uncover new insights into customer behaviour
- Predictive variables to identify likely response, churn, up-sell/cross-sell
- Persona development to understand key property related variables across different segments of customers or prospects
 - Move dates to trigger marketing activity