

Additional data for unique and usable insight

Get a complete view of your customers

Even with up to date customer contact information, you could be **missing out on vital insight** that the addition of simple transactional or lifestyle data can provide. To ensure your marketing communications are **timely, relevant and get the maximum response**, you need as much information as possible at your fingertips. If your data isn't giving you the full picture, you need a comprehensive and cost-efficient data enhancement solution that is dynamic enough to keep in step with all your customer behaviour.

With the addition of up to date contact information like email address or phone number, you can **open up new channels of communication**. For even more insight and better targeting, you also need information on actual customer behaviour and transaction history, such as what they buy, where they buy, why they buy, how much they spend, and how they prefer to pay.

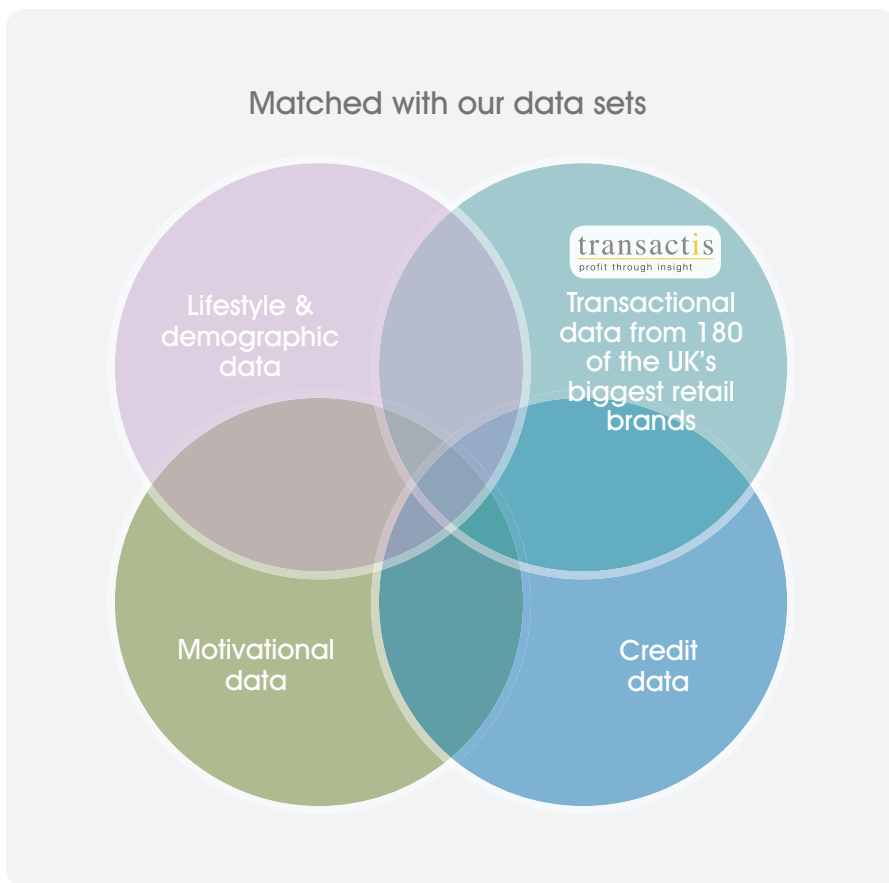
Adding transactional data from our proprietary pool to your customer base can provide a **unique view of actual spending behaviour**, and you can combine this with industry leading data from our partners – including lifestyle, demographic and credit risk information. This dynamic data can be provided on a weekly or monthly basis, giving an accurate and current view of an individual's loyalty, interests, lifetime value, motivation to spend and buying patterns.

Enhancing customer data with this information can show you the **best way to turn your prospects into valuable customers**, meaning you can increase campaign performance, maximise customer value and drive profitable communication strategies.

Benefits

- Increase return on investment through more precise and efficient targeting
- Maximise customer value by identifying cross sell and up sell opportunities
- Reduce the cost of new customer acquisition by using insight-driven prospect selection
- Tailor messages and offers based on actual buying behaviour
- Reduce wasted investment in non-profitable customers
- Build detailed customer and prospect profiles to predict future responses and behaviour
- Use the transactional history of lapsed or dormant customers to drive successful reactivation campaigns
- Verify the contact details you already hold while enhancing with new contact data

Your customer data



Enhanced & Verified



Your enhanced customer data

Choose the specific data you need from our comprehensive list of variables:

Transactional Data

- Recency
- Frequency of Purchase
- Spend – transactional spend, AOV, total spend
- Category of Purchase
- Payment Method
- Order Channel
- Incentive to Respond/ Purchase

Lifestyle & Demographic Data

- Age and DOB
- Income
- Homeownership
- Length of Residency
- Socio Economic Group/ Acorn
- Hobbies and Interests
- Occupation
- Newspaper Readership
- Loans and Credit Cards
- Savings and Investments
- Insurance – life, health etc.
- Household Composition
- Number and age of Children
- Holidays

Credit Data

- Credit Risk Score

Other

- Telephone numbers mobile and landline
- Emails
- Insurance Renewals
- Internet Service Providers