

GAS Reactive - Keeping track with data

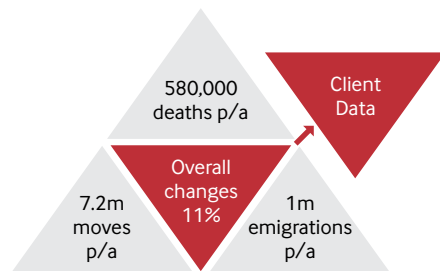
GAS Reactive provides verified forwarding addresses and new occupants linked to a goneaway.

Why use GAS Reactive?

Your data is ever changing, constantly renewing and always updating.

You need to optimise the full potential of your data, squeeze every drop of response from campaigns and reduce your overall costs. Data accuracy and its cleanliness is our core business. GAS Reactive has been designed to deliver 'dynamic data'.

With an estimated 9% average churn of data, goneaways can leave an unhealthy gap in your sales. The vast majority of customers fail to let you know they are leaving. Response analysis shows consumers are 4 times more likely to buy as a result of direct marketing if they are already a customer, so it is prudent to find out where they have gone. GAS Reactive can provide you with their forwarding address so you can continue your marketing communications where they are now.

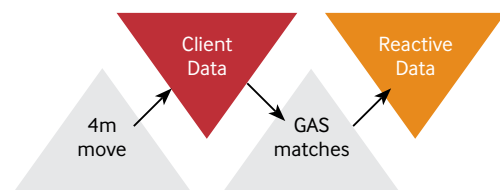


GAS Reactive is based on the trusted Gone Away Suppression File. GAS has an independent audit rating of 98.8%. This means you can reliably suppress customers and use GAS Reactive to find reliable forward addresses. All GAS Reactive data is supplied on a permanent use basis.

What is unique about GAS Reactive, is that it also allows you to take advantage of responses that come from new occupants of the previous address. Where a goneaway exists GAS Reactive can provide a name to address your offer to. Typical responses are 40% better than 'Dear Occupier' mailings. This can make or break a campaign. Use GAS Reactive new occupiers when you know that it is the house rather than its previous occupant which interests you. Addressing your offer also avoids the negatives of appearing profligate, out of touch and impersonal.

What can GAS Reactive do for you?

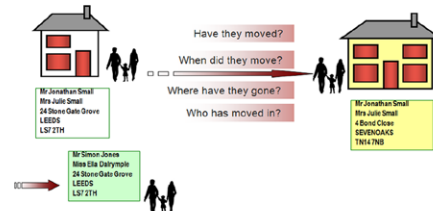
- Keep track of active customers when they move
- Add value from reactivating lapsed and goneaway customers
- Reduce customer acquisition costs
- Reduce cold data purchase and profiling costs
- Link duplicated individuals at different addresses to maximise customer insight
- Personally address mail to a new occupier
- Protect your brand image and increase your profits





Select GAS Reactive for data quality

Marketers are sometimes reluctant to suppress goneaways for fear that active customers or respondents are dropped. GAS has the most enviable reputation of all suppression products as it considered most accurate. GAS Reactive has exactly the same pedigree. Most UK direct marketers trust GAS not to over-suppress, which is why GAS has more customer database end user licenses than others.



Some suppression files access data solely from financial records which 'indicate' a move may have taken place. Equally, others use postal returns which 'indicate' a person no longer lives at the address. The former is highly susceptible to errant linking, based on assumptions regarding their financial changes and links they have to other people. The latter is prone to people having simply had enough contact and declaring them self as goneaway on returned mail.

The REaD Group has created GAS Reactive using data made available through their partnership with Callcredit Information Group. Product development ensured the standards behind GAS were maintained for GAS Reactive. Data matching and address linking expertise using marketing data from within CIG - EuroDirect and credit reference agency Callcredit. The most advanced techniques were used to mine and verify one of the UK's largest database businesses, who maintain an array of accurate, up-to-date public and proprietary credit and marketing data on more than 40 million UK consumers.

What makes the GAS Reactive file unique?

It is the only product available which can provide both the new address and the new occupier details for a vacated address.

GAS Reactive - Example	Retail Price	Input File matches	Cost
Input File: 1,000,000 records GAS matches: 40,000			
GAS flags	40p	8,000	£3,200
GAS Reactive: Forwarding Addresses (30%)	40p	12,000	£4,800
New Occupiers (40%)	40p	16,000	£6,400
Both Forward & New Occupier (10%)	50p	4,000	£2,000
Total flag and updating cost (average price/record)	(37.2p)	44,000	£16,400
Average mailing cost saved	75p	40,000	£30,000
Average order value from reactivated customers	£5	16,000	£80,000
Average order value from new occupiers	£1	20,000	£20,000
Reactive return on investment	Return (£130,000)/Cost (16,400) = c 8:1		

Frequently asked questions

How do you know the data is accurate?

We use a variety of public and proprietary data sources to accurately identify and validate individuals, including: consented customer information; survey data; transactional data; council residency data.

Have the individuals given consent?

All names have come from public and third party consenting data sources.

Can I use this data to assist in debt collection?

No, this information cannot be used for any form of debt collection purposes. GAS Reactive does not leave a footprint on an individual's credit file.