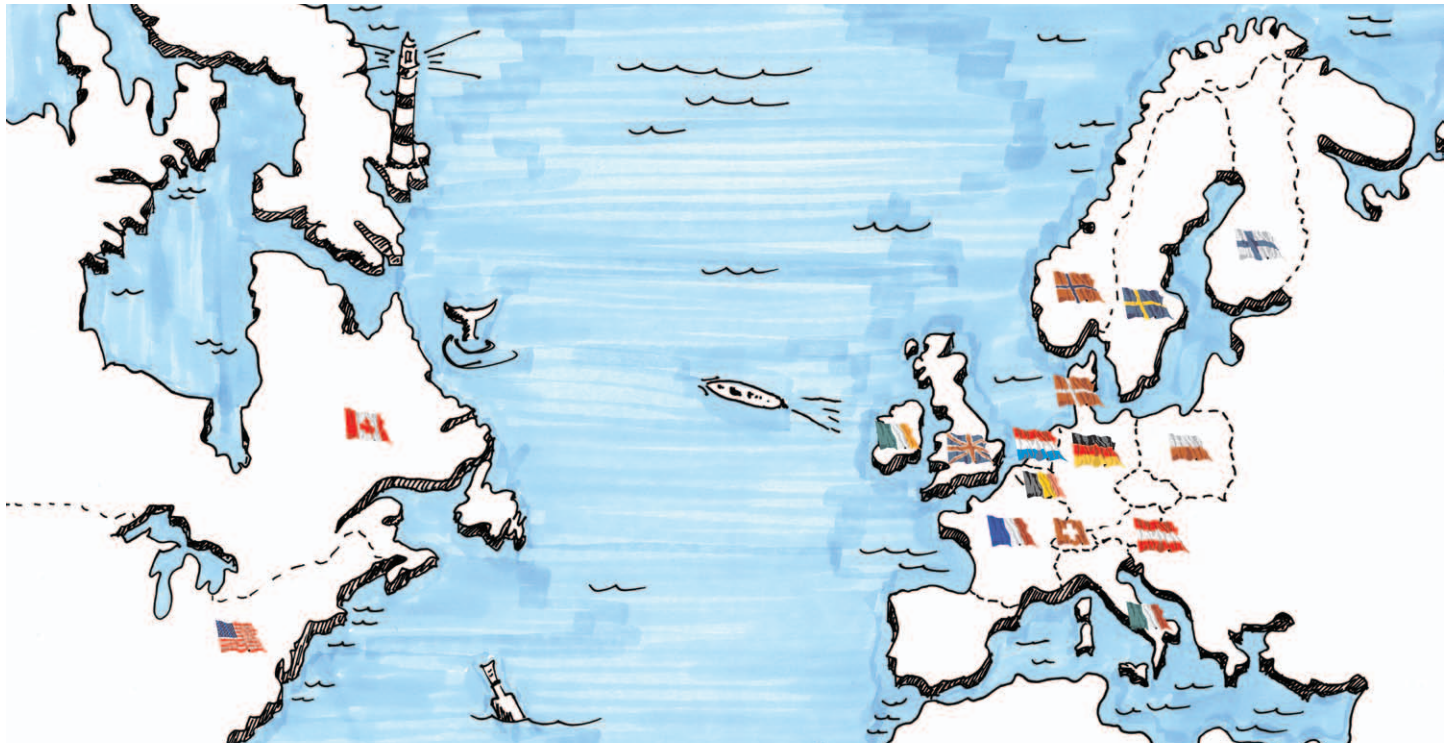




International Data Management

Market your products and services abroad confidently and effectively

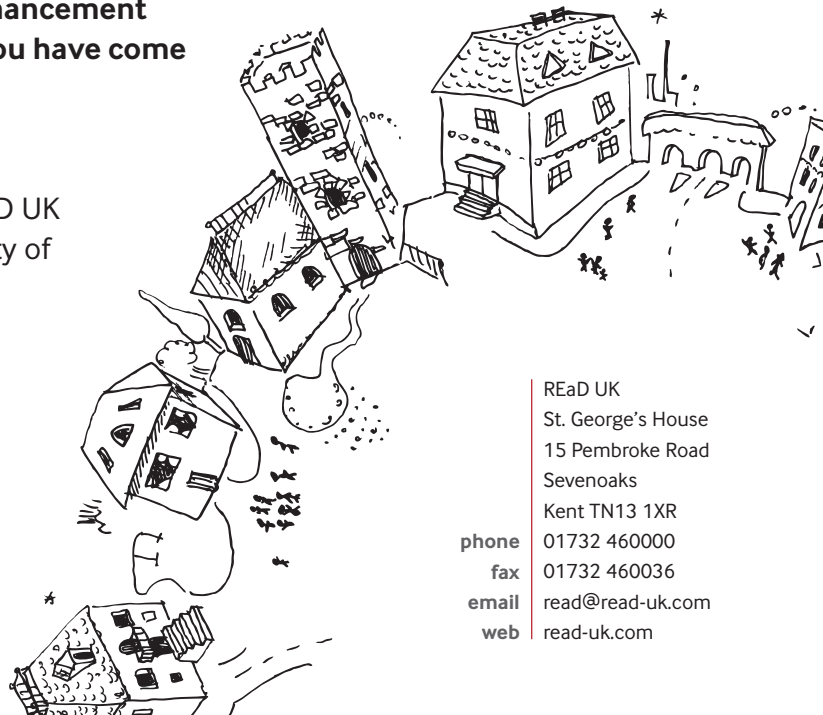


REaD UK's new partnerships means you can now achieve complete international data suppression and enhancement from a single supplier, at the same high quality you have come to expect for your UK data.

With access to services in over 240 countries, doing business abroad doesn't have to be a challenge. REaD UK make it simple and cost efficient to ensure the quality of your data, helping you increase the effectiveness of your campaigns as well as maintaining your company's reputation.



REaD UK is a trading name of The REaD Group (UK) Ltd. REaD UK is part of The REaD Group plc.



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What can REaD UK do for you?

- The same **high quality products and customer service** you have come to expect for your UK data, can now be applied to international data
- Provide access to market leading international data management services through **a single expert**, based in the UK
- **Save time and money** – more efficient than multiple suppliers
- Identify **non-assumed validated** gone-aways to **maximise response rates and ROI**
- Increase your efficiency and corporate responsibility by not mailing people who aren't there – **saving you money**
- **Limit corporate brand damage** created by irresponsible data practices
- **Improve the environmental reputation** of your company
- **Add value** by reactivating lapsed and gone-away customers whilst saving money acquiring new ones

Services

Data Audits

- Identify the scale of errors in your data with fast turnaround, detailed reports providing insight into the quality of your data for over 15 countries
- Free audits available

De-duplicate

- Identify international addresses across multiple datasets so that de-duplication can be performed

Validate

- Correct, validate and update fields such as postcode, street and city for data from over 240 countries

Suppress

- Flag or remove gone-away and deceased records using market leading suppression files from 15 countries

Relocate

- Get back in touch with lapsed and gone-away customers in 15 countries
- Personally address mail to the new occupier

Enhance

- Append data with missing contact details such as email and telephone, for multi channel marketing campaigns in 15 countries

