



Marketing Data

A world of data for more
targeted marketing

Timely access to high quality, accurate and up-to-date data is a vital ingredient for today's successful marketers. We help to remove the headache of sourcing and delivering marketing data.

Data for more accurate targeting

Whether you are looking to build a highly targeted prospect list, need to find new ways to connect with your customers through new channels or you need to build a detailed customer or market model to help size market opportunities for your product and services, our Marketing Data service is designed to help you.

Full range of datasets

We'll help you to harness the power and quality of both our own consumer and business datasets alongside those from leading industry files to help you deliver effective and efficient marketing campaigns.

Sourced from the Royal Mail Redirection Service along with address data from the Postcode Address File PAF®, our mover data can help you to find new customers as well as help to make sure that you don't waste time and money mailing goneaways.

By combining contact and address data with behavioural, lifestyle, life stage, purchase triggers, email, landline, mobile, financial data, and more, we help to ensure you're in a stronger position to achieve your marketing goals.

Dedicated to the business of data

Building and delivering consumer or business data to meet your exact needs takes knowledge and experience.

The team behind our Marketing Data service is highly knowledgeable. They live in the world of data every day and have in-depth experience helping marketers and data specialists from businesses large and small across a broad range of industry sectors to source and deliver the exact data needed to support strategic and tactical marketing activities.

More than just the provision of data

Through our [Data Enhancement](#) and [Insight Services](#), we'll work with you to provide deeper analysis, profiling, targeting, segmentation and data modelling and we'll provide advice and guidance along the way.

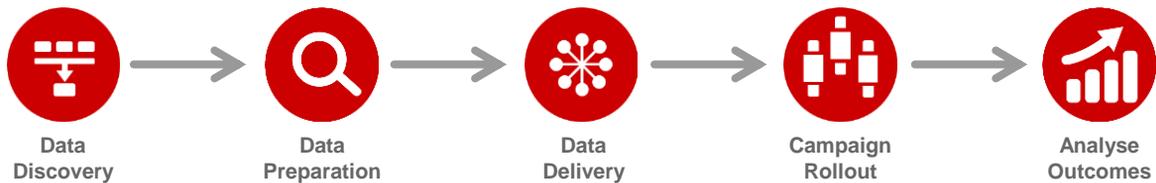
Whether your requirement is for data where location and lifestyle are important to you or you're looking for specific life event data, such as home movers, new parents or recent car purchasers, our team are on hand to provide you with the necessary insight and recommendations to help you drive better business results.



Consumer and Business Datasets

Consumer data	Our consumer universe consists of more than 48 million UK residents. With more than 200 selection variables, we can not only provide you with the largest volume of UK addresses and postcodes available but we can also supply contact information including email addresses, mobile and landline telephone numbers to support your consumer marketing needs.
Life event data	Adopters of data-driven life event marketing strategies are experiencing unprecedented results. Our life event data includes major life changes such as moving home and having a baby. Use this data to tap into new opportunities to engage consumers at a time when needs are changing and they're ready to try new brands.
Business data	Over 5.1 million UK businesses with names, addresses, telephone numbers and email addresses. Select data based on target profile including location, size, type of business, job function and many more.
Business movers	When businesses move or relocate, it's a time when investment in specific services and equipment increases. Use our business mover data to stay in touch with businesses on the move and to target them with your specific products and services.

Support at every stage of the data journey



Key features

- Primary datasets updated daily
- Delivery via SFTP or API
- Data available as a continuous data feed or on ad-hoc, daily, weekly or quarterly basis
- Results testing, analysis and reporting prior to campaign rollout
- Highly flexible, customisable service to provide data 'just as it's needed'

Key benefits

- Build highly targeted prospect lists to drive new customer acquisition campaigns
- Append new communication channels to your customer data such as email, landline, mobile
- Capitalise on life event purchase triggers to develop new acquisition and retention campaigns on a continuous basis with daily, weekly or monthly feeds
- Understand more about your customers with detailed insight, profiling, segmentation and analysis
- Daily data updates help to ensure quality and accuracy of contact and address data
- Maintain overall customer data quality

About Royal Mail Data Services

Royal Mail Data Services is a business unit of Royal Mail Group. We're committed to helping our customers build data-driven businesses to improve business performance.

Customers work with us for many reasons. To find new customers. To identify new sales and customer retention opportunities. To reduce the cost of using inaccurate or out-of-date address data. To enhance customer experience by delivering more personalised, relevant and welcomed communications and interactions.

For more information:

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