

Using More Metrics data in Targeted Marketing

Direct Marketing is all about delivering the right message to the right person at the right time using the most appropriate media channel. At the very heart of this is targeting, and using all the data available to ensure that you increase the chances of your message hitting the most appropriate consumer.

For many products, and brands, both health and wealth data are key to this. Whether it is finding new customers or building longer term relationships with the most appropriate existing customers, knowing their long term health outlook, their financial stability and ability to pay are often crucial.

REaD Group, our marketing data partner, and More Metrics, use a wide range of the GeoMetrics data at both Postcode and individual level to help brands ensure they are targeting their marketing messages, optimising contact and increasing return on investment.

Use in Cold Prospecting

Cold prospecting is about finding and converting new customers to your brand and can be done across a number of different media channels and approaches. All are focussed on the same thing, sourcing new customers for your brand at the lowest cost. REaD Group hold a UK consumer database of over 45m individuals with hundreds of variables available to profile existing customers, and therefore optimise contact of new prospects, across direct mail, email, telephone and digital media. More Metrics data is used as part of this profiling and adds dimensions that no other variables can provide with a focus on wealth and health.

This means that for any one-to-one direct marketing communication, you can be confident that you are using as much data as possible to build the most accurate profile of your existing customer, to help target new prospects.

Beyond the direct to consumer approach, GeoMetrics data is also ideal for targeting at postcode for Partially Addressed Mail and postal sector for Door-drops. These variables work very well either as part of a profile or built into channel specific models.

In addition, for indicative pricing, the mortality score enables insurers to target better quality lives and offer them a compelling price. Profitability is increased by deselecting the worse quality lives.

Use in Retention and Development

As well as helping to find new customers, many brands use the More Metrics variables to enhance their own in-house customer insight. From basic reporting and analysis, through segmentation and profitability modelling to future prediction and forecasting these variables provide value that cannot be gained from gathered consumer data. By including the More Metrics data in models, brands see a significant uplift in response rates to targeted customer communications as well as invaluable insight when talking directly to their end customer.

More Metrics

More Metrics provides UK demographic and lifestyle data. Our geo-sourced data is GDPR-compliant and available through our complete product range tagged by postcode. More Metrics data can be added to a client's own data or other proprietary data to target prospects at an individual level. Bespoke data development is also available.

REaD Group

More Metric's data is available from the REaD Group. REaD Group is the UK's leading independent data communications agency.