



# Insurance & Lifestyle

## Welcome to ClickReach

Equip your business with ClickReach's access to an extensive and fully comprehensive database

Covering over 50 million customer records across 23 million households, data from ClickReach covers a vast assortment of over 400 consumer variables, establishing us as a **market leading consumer data** provider.

## Insurance Renewals

ClickReach recognise the invaluable information available from insurance renewal data. Invest in your targeted marketing campaigns by drawing from data from direct national insurers, leading insurance brokers and aggregators to **drive your campaign**.

Accurate, up-to-date and crucially comprehensive, our database will help you recognise opportunities for potential customers at the **right time**, for the **right price**.

## Beat The Crowd

In a fiercely competitive field, timing and knowledge is crucial. Equip your campaign with optimum accuracy to increase your chances of a positive response. All data is aggregated from at least three sources making it **reassuringly accurate**.

## Impressive Access

ClickReach has unrivalled access to the following total monthly insurance renewal records:

- Buildings Insurance – 16.7m
- Contents Insurance – 9.6m
- Motor Insurance – 12.5m

## Data Investment to Save & Grow

- Hear back: proven increased customer response rates
- Reduced cost per acquisition
- Reduced mailing costs
- Retain and gain customers and build positive brand reputation

## Lifestyle Data

ClickReach's access to the pioneering **Transactional Lifestyle Database** is cutting-edge in how it prioritises **active consumer** involvement. Comprising over 300 sections ranging from channel of preference, holiday details, retail preferences and hobbies, all consumers are actively transacting, ensuring your database is current, relevant and accurate.

## Accuracy

In a changing, fast-paced, modern society, ClickReach's access to Transactional Lifestyle Database accommodates multiple occupancy addresses and surpasses information gathered from standard Royal Mail points of address. Independently assessed as **95.7% accurate** and regularly rebuilt, the database is a proven business marketing essential.

## Verification and 3rd Party Marketing Permission:

All data is collected in accordance with the Data Protection Act (DPA) and Direct Marketing Association (DMA) guidelines, and is fully licensed for third-party marketing use. Our team observes ethical data collection practices, and is CTSP, CSTA and CAST certified.