CONNECT SELECT

Delivering dynamic consumer marketing data for your campaigns
Energise your campaigns with dynamic consumer marketing data

ConnectSelect is a consumer marketing database, consisting of over 40 million records, aimed at companies whose business depends on access to accurate, timely and high-quality data.

It’s compiled from recognised “best of breed” data sources and is built monthly on a backbone of data from the Edited Electoral Roll, Rolling Register and Infill data. To further ensure accuracy, completeness and recency, ConnectSelect data is cross-validated and screened against the latest version of Equifax disConnect, our leading goneaway suppression file, prior to release.

**Key Features**

- Over 44 million quality consumer prospect names
- Guaranteed recency of data, updated monthly to aid dynamic contact strategies
- Sourced from multiple sources of information, de-duped, verified and compiled, giving a comprehensive prospect pool and list rental solution
A Comprehensive Data Source

ConnectSelect contains over 350 individual and household level characteristics, categorised as follows:

- **Residency Indicators**: These provide residency information on an individual, their family and the household
- **Demographics**: These describe the individual, family and household, by the most common population characteristics
- **Lifestage Alerts**: These highlight any recent changes to the individual, family or household, as measured by a number of key life stage events

Our ConnectSelect data is further enhanced by postcode-level characteristics.

**Optimising Selections and Suppressions**

ConnectSelect offers powerful and unique characteristics that can optimise both the selection and screening processes of any organisation, thereby ensuring that you only target the prospects most likely to respond. This, combined with the unique name and address data contained within ConnectSelect, results in a prospect pool solution that can deliver better campaign responses and improved conversion rates.

**About Equifax**

Equifax has one of the largest sources of detailed consumer and business data in the UK, which means we can give insight into the behaviours and drivers behind the economy like no one else.

It’s this understanding that helps our clients drive their businesses forward and to give them insights across their customer journey.

Equifax Limited is part of Equifax Inc, a global leader in turning information into intelligence.

Contact us on 0845 603 9960 or email us at ukmarketing@equifax.com
Call us today for more information about ConnectSelect.

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