

Why settle for a small data universe when you can have a real big one?

InfoBase™ Lifestyle Universe



Get more mailable records, more actual data and the widest household coverage for enhancement with InfoBase Lifestyle Universe.

If you thought that opt-out from the Electoral Register meant your prospecting universe was getting smaller, think again. With InfoBase Lifestyle Universe (ILU) you have access to over 38 million mailable records – that's more than 11 million more records than on the edited Electoral Register. And if you need to enhance your files we can offer you even more – a further 74 million records.

We have combined the most accurate lifestyle databases offering the widest coverage of the UK population with data such as the Electoral Register, Council Tax bandings, Census, CCJ's, Directors & Active Investor data and population density. This, coupled with powerful models, brings to the market the UK's most accurate and robust consumer database.

Targeting the right consumer with the right offer is critical and with accurate information the ability to discern who is in your target audience, and therefore determine whether your offer is relevant or timely, is possible. At the heart of InfoBase Lifestyle Universe you will find this all important real accurate data.

ILU contains:

- 59% actual data – more than double the volume available anywhere else
- Variables from Acxiom's market-leading lifestyle databases The Lifestyle Selector, BehaviourBank and the Research Opinion Poll
- 33% of the individuals who opt out of the edited ER and still continue to fill in an Acxiom questionnaire or survey
- Updates released quarterly incorporating the most recent questionnaire responses and ER rolling register
- New market specific variables for: financial services, technology, charities, travel, mail order, automotive

Increase response and conversion rates

- Through improvements in your customer and prospect insight
- By pin-pointing and tracking them as they move through each lifecycle
- By selecting or attributing more market specific data
- From targeting only those with the highest potential to respond and convert
- Better data matching provides deeper and more accurate insight, more robust models, better targeting and therefore better response

Reach the unreachable

- Optimised data with multi dwelling households and home movers which is unique to ILU
- Take advantage of the largest data collection programme in the UK with 7 million new and updated records per annum

Save money

- Good targeting and unbeatable accuracy saves on direct mail costs
- Our unparalleled residency and validation saves on wasted mailpacks and postage
- Persistent household and individual level URN's allows for easier data integration

For more information about InfoBase Lifestyle Universe call +44 (0)20 8407 7000