



Demographic Append UK

Add Consumer Demographic Information to Your Records in Minutes

To master market segmentation and reach your best customers effectively and efficiently, you need a deeper understanding of who they are, where they live, what they do, and so on. Melissa uses a variety of data sources to enrich your contact records with consumer demographic information making communication efforts more productive.

- Define unique attributes of your best customers & identify prospects just like them
- Predict likely future buying behavior to seize upselling & cross-selling opportunities
- Fine-tune your offers & mailings for better lead quality & higher response rates
- Strengthen customer loyalty & retention programs by truly knowing your customer

Demographic Data Elements

We Offer over 350 lifestyle, demographic, and transitional selections and qualifiers so that you get the data you need!

- Household Income
- Input Name Age
- Gender
- Presence of Children
- Number of Adults
- Interest Categories
- Marital Status
- Home Owner/Renter
- Length of Residence
- Dwelling Type
- Wealth Indicators
- Travel / Holiday Details
- Purchase Categories (e.g. Clothing, Wine, Films, Music)
- Phone Operator, Contract Type and and Renewal Dates
- Car Make, Model, Date of Purchase and Insurance Renewal

Compliance!

You can be confident that any data you acquire from us is the most compliant available in the UK today being strictly compliant with the ICO code, the DMA code of practice, the EU Electronic Communications Act and impending the GDPR code of regulation.

We uphold our quality guarantees ensuring our data is cleaned and maintained on a regular basis by our in house experts to ensure that your data requirement is met. However, no matter how difficult, different, or complex they are, Melissa is here to help you get the data you need.



Get Started Today!

>> Get a FREE quote: <https://www.melissa.com/uk/demographic-data>

Demographic Information



Adding Consumer Demographics – Here’s How We Do It

Send us your file and our Service Bureau will add data elements from 35 million individuals, and 18 million households in the UK to your customer records.

Privacy & Turn-Around

With our safe and secure Automated FTP server, your file will process in hours, if not minutes! Plus, we can accommodate any size job from 100K to a billion or more records.

Available Data:

11m
mobiles



12m
emails



18m
households



35m
individuals



8.5m
landlines



Technical Information

- SOAP/JSON/RESTful API
- Integrations for Microsoft® SSIS, Dynamics CRM®, Excel®, Pentaho® PDI, Talend®, and Salesforce®

Melissa

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