Creating live multichannel consumer prospect pools

Who we are

Established in 2011 DML Connect are a data driven marketing agency focused on delivering customers to brands via multi channel campaigns

Data Management, Data Cleaning, Validation, Insight, Data Planning and Broadcasting services.

Data available for all areas of ID Verification, KYC and AML

Live Data: Contributors

- **Data Contributors**

10 data contributors currently feed our data pool with over 50 sources of data collection.

Transactional data: E-commerce sites, web-clubs, subscription sites and automotive/ finance comparison sites

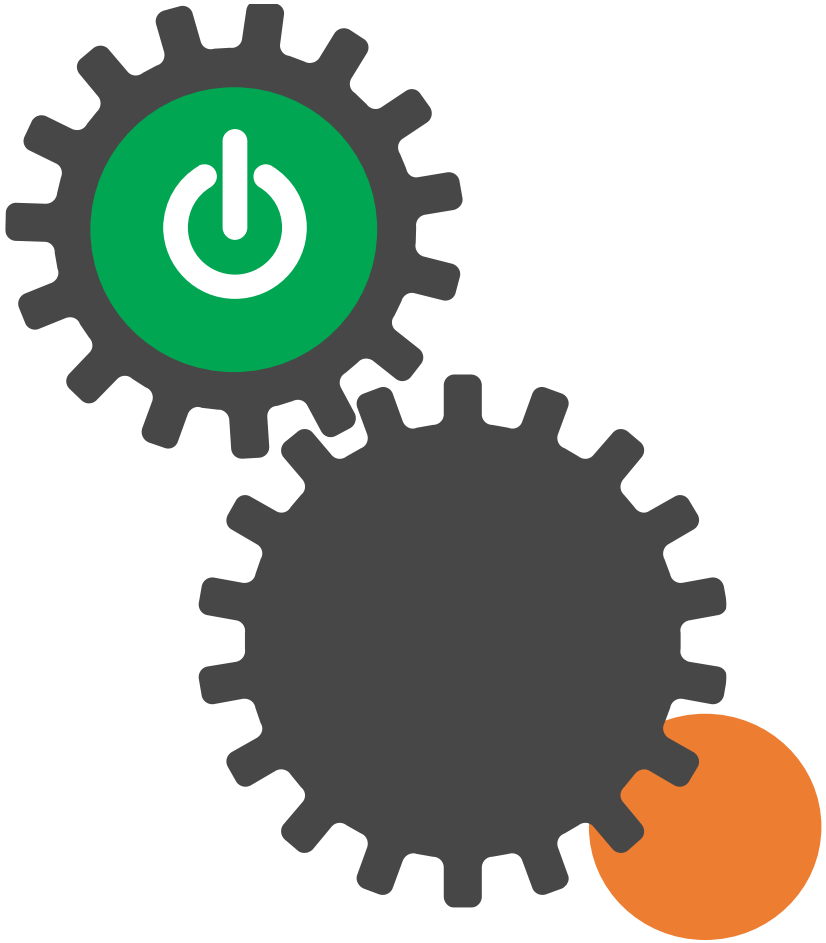
- **Fresh Data**

Live, Daily and/or weekly feeds through our secure api into our data hub, ensuring fresh, recent & engaging prospects feed into our prospect pool

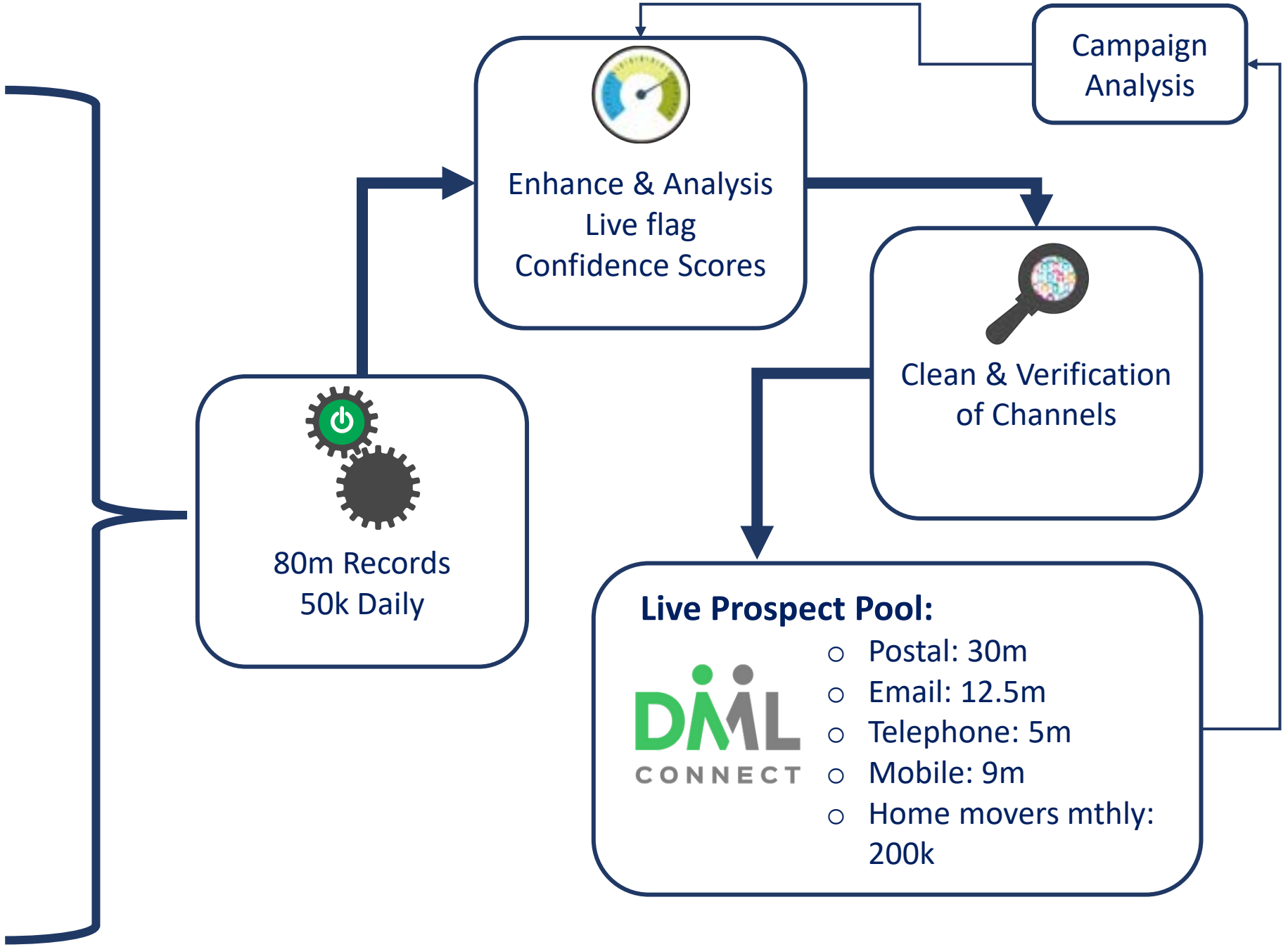
- **Compliance**

All websites have completed the relevant due diligence and rubber stamped by our in-house DPO

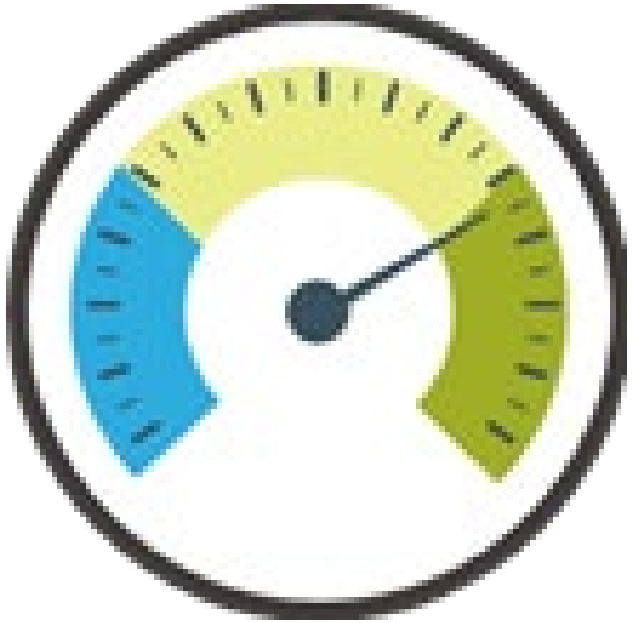
All contributors & websites available on request



DML Selected Data Partners



Active Consumers: Enhanced & Verified



✓ **Up to Date Variables**

Monthly rebuild of the prospect pool

✓ **Accurate Selections**

Confident score variables

Dedupe & append lifestyle variables

Over 100 targeted attributes for consumers & home mover activity

✓ **Active Consumers**

Overlay recent consumer activity across websites & marketing campaigns

Accurate: Cleaning & Validation

✓ **Postal validation**

All data is screened against GAS, MPS, Mortascreen and bereavement register prior to data dispatch

✓ **Telephone validation**

Screened against TPS, and mobiles HLR prior to dispatch/ broadcast

✓ **Email validation**

Validated using List Genie (German servers) and our Email Cleaning and Validation Technology ensures only correct and relevant data is used in the execution of your campaigns.

Home Mover File: Smart Property Data

Data Sources

Aggregate hundreds of property data sources to provide unrivalled detailed information about UK properties

Insight

Overlay advanced & time sensitive house moving data & comprehensive business critical property attributes

Targeted

Property attributes, combined with our consumer prospect pool to ensure the right data for the right message

The average household spends more in the first six months of moving than they do in the following 6 years (£13,000 on average)

Home movers more likely to switch brands when they move home, even those they trust (e.g. shampoo)

65% of new movers switch suppliers, or change product brands

1.5m homes are sold annually

3m people move each year

Rented / Sale split around 50:50

Seasonality

£12bn is spent on home related purchases during the month prior to a move through to a month after (£5k per household)

11% of the UK Population move home per annum (ONS)

The Average Brit will move home **8** times in their lifetime (Zoopla)

Home Mover File: Targeted Life Stages

Stage 1: Premove

Within 12 weeks prior to move

Stage 2: During the move

Within 4 weeks of the move & 2 weeks after

Stage 3: Recently moved

2-6 weeks post move

Stage 4: Settling In

6-12 weeks post move

Other Services

DATA MANAGEMENT & HOSTING

CONSUMER DATA FOR MULTI CHANNEL CAMPAIGNS

DEDICATED ESP

ANALYTICS

DATA FOR ID VERIFICATION

VALIDATION & DATA CLEANING

Why Us?

Quality over Quantity

Our choice of data partners allows us to provide accurate & active consumers to you asap.

No static large annual / open source data sets included

Accurate

All channels are verified with the leading suppression & validation products in the market

Compliant

Data contributors must complete a rigorous due diligence process, approved by our in house DPO

Full Transparency

Consumers first approach. Full list of contributors & audits available on request.

Consumer focused

All campaigns clearly label the data source to provide brand recognition and full transparency to lead to greater campaign engagement & conversions

Active consumers

With our agile set up we can overlay recent activities of our prospect pool whether its on our partners' site, email campaigns or our own website. Provide you with live, active prospects