

Demographic Profiling

Find valuable information, building your B2B & B2C database

Demographic profiling allows you to identify & add valuable data to your records ensuring your database. Our Demographic Profiling service uses a unique segmentation system that divides the population of Great Britain into 80 mutually exclusive groups according to the types of neighbourhood in which they live. All records are cross-referenced and verified so that each name and address we provide is as accurate as possible.

Benefits



Improve data accuracy



Enhance customer experiences



Track Record Changes



Optimise marketing campaigns

Features

- ✓ Append records against age, income, & wealth indicators
- ✓ Includes edited Electoral Roll, Rolling Registers & infill data
- ✓ Produce a more accurate customer persona

Why Choose Data8?

Save time and money: Capture accurate data in real time

Peace of mind: Our credible data sources are updated on a daily basis to ensure your data is always of high quality

Dedicated support: Our team of experts are happy to answer any questions or queries you may have

Easy to install: Available online as a plugin or installed on your premises; our application is quick and easy

Why Not Try our Free Data Audit:

Once you register you can securely submit a file to our fully automated service. We will then provide you with a comprehensive report of your data and recommendations to help improve your data quality. [Click here to register.](#)