

Creating live multichannel  
consumer prospect pools

The logo for DMAiL CONNECT features the word "DMAiL" in a stylized font where the letters 'D', 'M', and 'L' are green, and 'A' and 'I' are grey. The 'A' and 'I' are designed to look like human figures with circular heads. Below "DMAiL" is the word "CONNECT" in a grey, spaced-out, sans-serif font. The entire logo is positioned on the right side of a white background, which is partially overlaid by a dark grey diagonal shape on the left.

**DMAiL**  
CONNECT

# 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

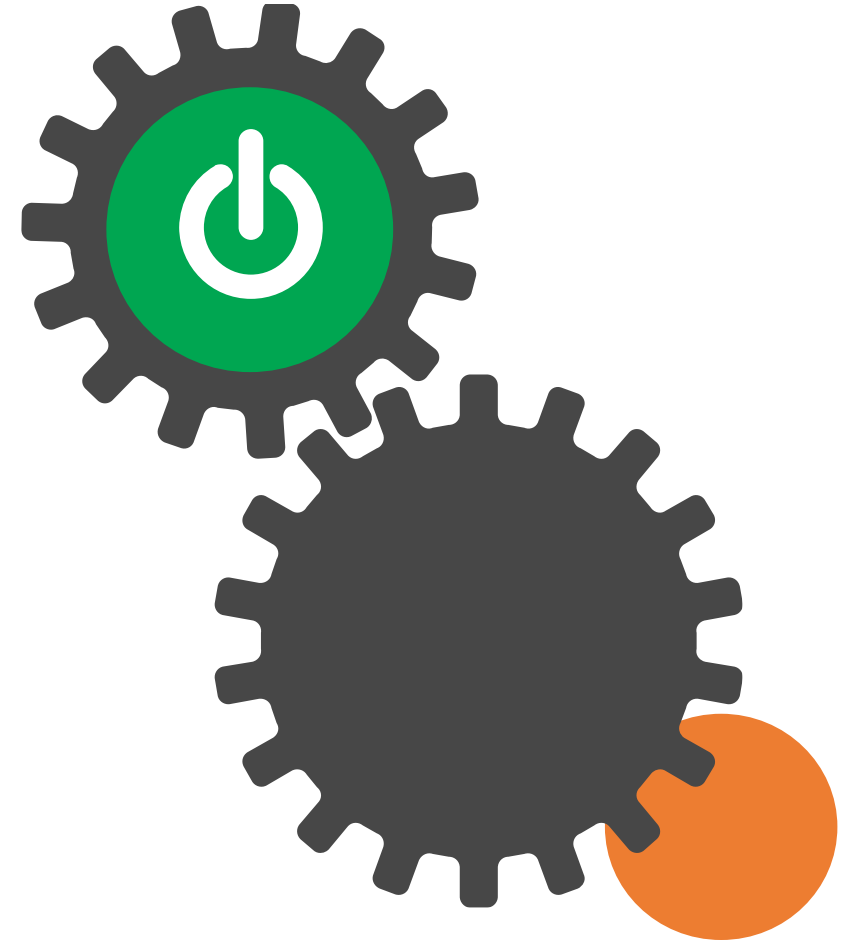
- **Fresh Data**

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

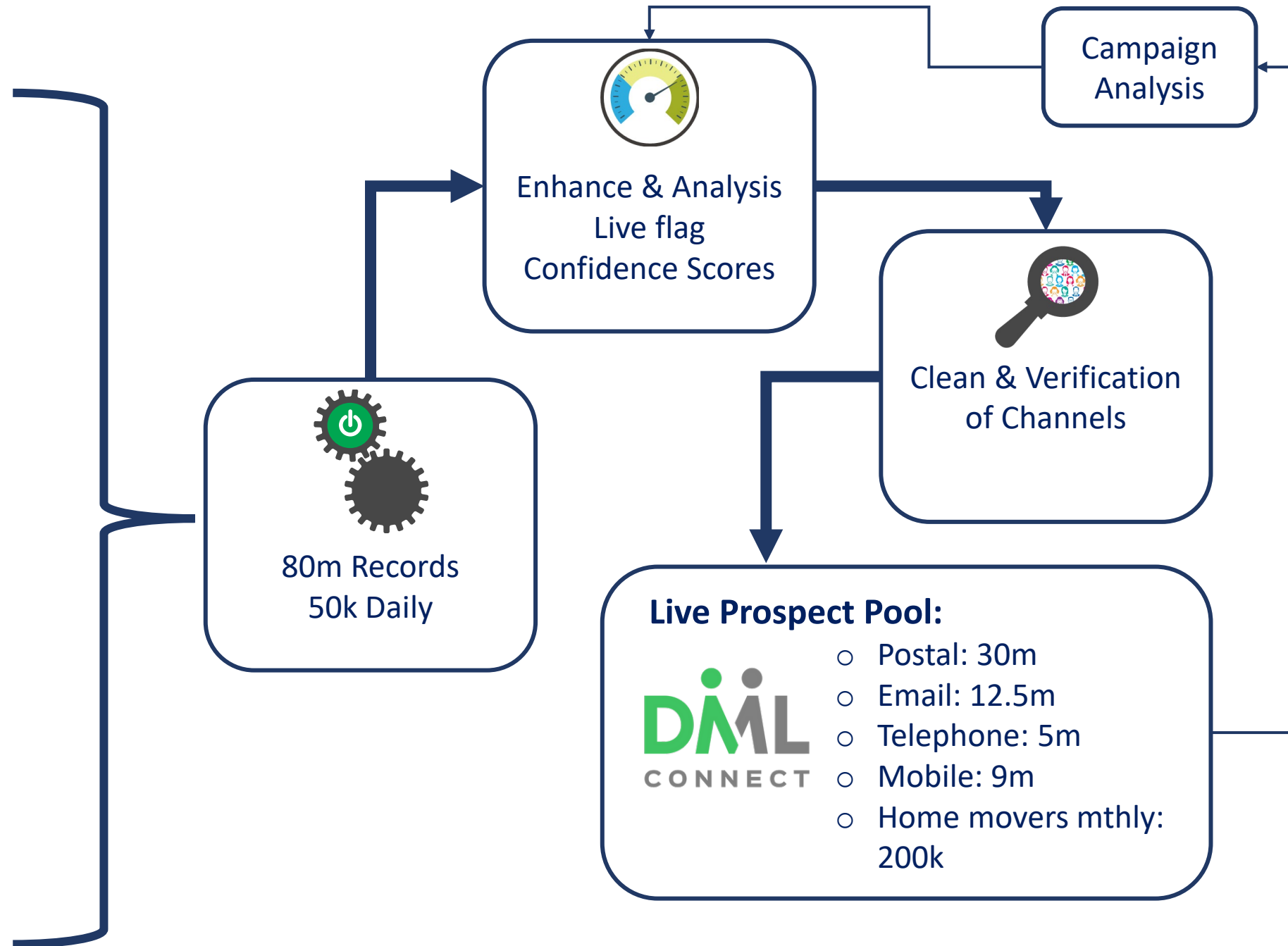
- **Compliance**

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

All contributors & websites available on request

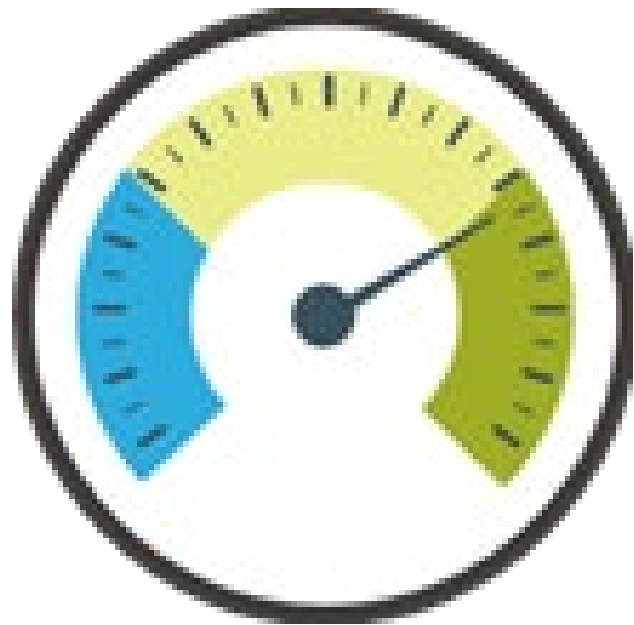


# DML Selected Data Partners



# 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

£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)

Rented / Sale split around 50:50

Seasonality

---



# 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