

The most accurate and complete UK Residential Property Data

In today's competitive landscape, in-depth customer insights are providing companies with an edge. From accurate customer targeting all the way to improving the customer experience, trustworthy comprehensive data drives performance.

Outra provides the UK's most accurate and predictive property data set. Our data covers more than 29 million households in Great Britain and is enhanced with artificial intelligence. Our unparalleled insights provide your company with a competitive advantage.

Unmatched, exclusive data

Drawn from 60+ data sets including satellite imagery, and more than 20 years of mortgage valuation data. Critically, 60% of the data we have is exclusive to us.

Fully compliant

Refreshed monthly and GDPR-compliant (with clear provenance), our data is customisable and can be accessed instantly by API or provided in batch.

Detailed bespoke insights

Comprehensive and trusted insights provided via 500 variables covering both the property and its locality. We provide full transparency on modelled vs non-modelled variables - alongside Confidence Scores to aid with decision-making.

Outra property data can help your business:

- ✓ **Predict risk and improve risk management**
- ✓ **Improve the accuracy of your pricing strategy**
- ✓ **Improve claims and debt management**
- ✓ **Enhance your own data set to pre-fill online applications**
- ✓ **Increase acquisition rates and improve the customer experience.**

We use artificial intelligence and advanced data science to continuously improve our property variables - allowing us to create new data, new models, new segments, and new variables tailored to solve your individual business challenges.

20+ years

of exclusive mortgage valuation data

42 attributes

on 29m+ UK residential properties

60%

Exclusive data





Property combined

A 360-view of the UK residential property market.

Our exclusive UK property data can be provided for integration directly into your own models. With 42 unique property attributes pulled from more than 60 sources, you can select and combine the attributes to fit your requirements.

Attributes

- **27 Property** including sale price, type, number of bedrooms, floor area.
- **5 Planning Permission** including planning applications and approvals in the last 5 years.
- **10 Energy** including heating cost and current energy efficiency.

Rebuild cost

Manage risk. Optimise pricing.

To gain a comprehensive view of potential risk, companies need to rely on accurate data that can be applied to every decision.

Combining this data with our industry-leading deep learning capabilities, our Rebuild Cost variable provides more than 96% penetration of more than 29 million homes in Great Britain.

By using Outra's Rebuild Cost to pre-populate your online applications, you can be assured that you are providing the most accurate pricing to mitigate risk.

Online form fill

Improve customer experience and accuracy.

Increase the quality and quantity of online applications by pre-populating your online application forms using our proprietary property data.

Our property attribute data can be used to automatically populate fields on individual addresses, from number of bedrooms to property type, or even the property EPC data.

By automatically pre-populating your online forms field, your business can enhance accuracy of information and improve your customers experience, which will reduce drop-out rates.