

# ABSOLUTEUK

**AbsoluteUK a market leading database of UK**

## MULTI CHANNEL MARKETING

Postal contacts

Email contacts

Telephone contacts

SMS contacts



IMMEDIATE | ACCURATE | INTELLIGENT

Targeting your next customer just became easier. Unique methodology ensures higher contact success. Bespoke systems provide high data integrity and security. Data accuracy and quality improve campaign performance & ROI.

TPL has combined the power of its multiple data collection touch-points with our leading expertise to bring to you, a market leader in data accuracy and volume coverage of the UK. Continuous development has enabled our platforms and systems to hold, maintain and provide the most accurate consumer data with precise targeting variables.

TPL prides itself on its data collection and survey programs; these non-intrusive surveys deliver detailed insight and depth of consumer lifestyles and consumer behavior which is the corner stone of the AbsoluteUK database. Database accuracy, augmentation and enhancement enables highly effective consumer communications and TPL has taken this a step further in the construction of AbsoluteUK.

True to TPL's values we have used a bespoke innovative and technological methodology to be at the core of our data hygiene program. We have been able to couple multiple market leading data cleaning and validation tools, in-house expertise and exclusive partnerships to provide an unrivaled level of accuracy. Continuous development and growth of our consumer survey collection program ensures that our data is continually updated and refreshed and provides you with the opportunity for greater campaign success.