

Adrian John Williams, Chairman DM plc reports the acquisition of the business and assets of the Transactis database – July 2017

Adrian John Williams said “I am delighted to announce that in July 2017 that DM plc through its subsidiary Data Locator Group Ltd (DLG) reached an agreement with GBG plc to acquire the business and assets of the Transactis database, the transactional mail order data pool.”

Transactis is a direct marketing cooperative formed in 2003 and supports the marketing activities of some of the UKs leading mail order, catalogue and multi-channel retailers.

We embarked upon an exciting project to re-invigorate the database – with new members, more volume, greater variables, innovative marketing channels and a compliant GDPR-ready solution, all have been completed successfully. By combining Transactis with our own lifestyle database we will also be creating a completely new offering in the market too”.