

Eastenders Episode Leads to Record Electoral Roll Search and People Search on Tracesmart Web Site.

Libby Fox's search for her father on the popular soap Eastenders inspired record electoral roll searches and people searches in the history of on-line tracing agency, Tracesmart.

April 9, 2008 (FPRC) -- Libby Fox's search for her father on the popular soap Eastenders inspired record electoral roll searches and people searches in the history of on-line tracing agency, Tracesmart.

Following the episode of Eastenders on Monday 31st March, on-line tracing agency Tracesmart saw a huge surge in traffic to their website - Tracesmart (<http://www.Tracesmart.co.uk>). The soap's storyline involved the character Libby Fox conducting an online search for her sister's absent father; which she carried out using an online electoral roll search (<http://www.tracesmart.co.uk/electoral-roll/>). Within seconds of the programme ending Tracesmart were inundated with visits to their website.

"There are countless people who don't really know where to start when searching for a missing person (<http://www.tracesmart.co.uk/missing-person/>), it seems Eastenders has provided a subliminal solution and triggered a reaction. We are obviously very grateful to the BBC for inadvertently promoting our on-line service", explained Owen Roberts, Tracesmart's Communications Manager.

Over the years Tracesmart has been instrumental in reuniting thousands of lost family members and friends. The company continues to deal with increased traffic following the Eastenders' episode and is well placed to deal with the additional demand for its services.

"With over 115 million records held in our extensive dataset collection, including both current and historic electoral register, birth, death and marriage indexes and our own proprietary dataset, the Tracesmart Register, we are the prudent choice when trying to trace lost friends and find relatives (<http://www.tracesmart.co.uk/find-relatives/>)," comments Marketing Manager, Adam Smith. "A people search (<http://www.tracesmart.co.uk/people-search/>) can be made when the scantest of information is held, even when the trace subjects' personal circumstances have changed. For example using a combination of state of the art technology and official government records, our marriage search tool makes it possible to locate a female who has married even if you do not know her marital name. It's this type of innovative tool that keeps us one step ahead of our competitors and our customers coming back.

"The volume of visitors to the Tracesmart site has remained high, with Sunday's omnibus edition of Eastenders inspiring even more people to search for lost loved ones online. "Whilst the interest generated by Mondays' episode alone was outstanding, the repeat episode on Sunday helped to ensure one of our busiest weeks on record. We hope that each and every person who visited the site has found success - whoever they are searching for." commented Roberts.

About Tracesmart

Tracesmart Limited - Since the launch of its website in 2004 Tracesmart Limited has established itself as one of the UK's leading providers of online people tracing tools. Tracesmart combines state of the art search technology with an extensive collection of consumer data, providing one of the most powerful and successful systems to trace people.

Owen Roberts – Communications Manager. Having worked in the creative, advertising and communications industries for over 25 years, Owen Roberts is the voice of Tracesmart. Heading up the communications team, he raises the public awareness of the company through various media driven PR campaigns.

Adam Smith - Marketing Manager. A graduate in Media Technologies, Adam Smith is the driving force behind Tracesmart's advertising and marketing campaigns. Having been with Tracesmart several years he ensures customers recognise and understand Tracesmart's range of services.

Contact Information

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Keywords

[Missing People](#)

[Electoral Roll Search](#)

[People Search](#)

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