

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



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Industry: [Internet & Online](#)



Press Release Summary: 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.

Press Release Body:

Following the **episode of Eastenders on Monday 31st** "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](#)," comments **Marketing Manager, Adam Smith**. "A [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 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.

Tracesmart:

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.

Web Site: <http://www.tracesmart.co.uk>

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Photos available on request.