

FACT SHEET

ABOUT DATA HQ

WHO WE ARE

Data HQ are the Data Marketing Specialists

- Helping businesses with their data requirements since 2001
- Dedicated team of highly experienced data experts
- We can provide innovative technology solutions for added value.
- Data sourced exclusively from Tier 1, trustworthy providers
- A proven track record for maximising sales and marketing results through intelligent data usage.

WHAT WE DO

DATABASE SERVICES

- Single Customer View
- Data Cleansing & Enhancement
- Data Mining & Analysis
- Database Management & Hosting
- Reporting & Dashboards

INSIGHT & ANALYSIS

- Customer Profiling & Prospect Targeting
- Strategic Planning & Customer Journey Development
- Propensity Modelling & Churn Analysis
- Data Driven Segmentation
- Tailor made Reports & Dashboards

MAILING LISTS

- Business list - Over 2 Million companies
- Corporate Contacts - More than 120,000 top level contacts at UKs 20,000 largest companies
- Responsibly sourced detailed information
- Email Marketing Services

CAMPAIGN MANAGEMENT

- Data Driven Communication Strategies
- Campaign Analysis & Optimisation
- Marketing Automation & Targeted Campaigns
- Implement a multi-channel communication strategy
- Drive ROI & Deepen customer relationships
- End-to-end campaign management

INDUSTRY BODIES AND PARTNERS



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OUR CLIENTS INCLUDE



WHY CHOOSE DATA HQ

Our extensive client list choose to work with us because, since 2001, we have built a reputation and expertise in maximising sales and marketing results through intelligent data usage.

We work with our clients to understand their customer data, source prospect data, implement database solutions, improve data quality, and profile customers to inform insights and strategic planning.

Our dedicated, highly experienced team of data experts can work with you to understand your business and goals to identify the most appropriate and high quality prospect data from trusted Tier 1 suppliers. This way you can target those most likely to have requirements for your product or service.

We can also work closely with you to document business requirements through a number of detailed scoping workshops. These workshops will involve parties from the different areas of your business to inform the best possible outcomes and delivery for detailed data marketing projects..

At Data HQ we focus on helping you find and target the right audience for your marketing campaigns and implementing bespoke systems to deliver your unique business requirements.



CALL US NOW

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