

WHY THE DATA HQ BUSINESS MAILING LIST

At the heart of our B2B Universe File sits the 118 Information database of around 2.1 million businesses.

The call centre contacts over 1.75 million UK businesses every year to make sure the details are correct for listings used by BT, 118118, Google and many others. There are about 2 million active businesses in the UK, and they are constantly changing.

Businesses close, businesses open, they move premises, change phone number, open new branches and so on. Keeping on top of this is a major task and to do so the call centre and data quality team use a variety of methods to maintain the accuracy of the data, including:

- UK based call centre research
- Emails and letters to businesses that can't be reached by phone
- Incoming calls to inform the directory of changes to the business.

KEY FEATURES & BENEFITS:

- 2.1 million business records
- From very small businesses to large organisations
- Each record updated every year
- Various processes to maintain and ensure accuracy
- 100% opted in
- 750,000+ personal email addresses
- Financial Information
- Departmental Managers
- Senior Decision Makers

DATA QUALITY & COMPLIANCE

With stringent controls and processes in place to ensure accuracy and recency the quality of this data file far exceeds others available in the industry. All records are also screened against the TPS, CTPS and MPS preference services each month.

Email quality is key; all of the email data on this particular business file is opted in for the email address to be used for third party marketing communications. Bounce rates and quality of email addresses are essential for a successful campaign, we typically experience less than 3% error or bounce rate.

SELECTION CRITERIA

You can define your target audience by using any combination of the following selection criteria.

- 2200 unique industry sectors
- Major Industry Sector
- Sub Industry Sector
- Company size by employees
- Company size by turnover (modelled and actual)
- Head office, single site and branch locations
- Year established
- Geographic - by drive time, radius, territory, region, county, town and postcode
- Mobile numbers or landline numbers
- Website address
- Number of sites a company has
- Job Title & Responsibility
- Email address availability

PRICE, CHANNEL AND USE OPTIONS

There are a number of different licence options available to suit your requirement and budget. You need to decide which of the following three contact channels (or any combination of them) you need for your campaign.

Contact Channels

1. Postal address
2. Telephone number
3. Email address

Then you will need to decide how many times you will want to use the data.

The fields of data you will receive within the marketing list when it is sent to you include:

- Contact Name
- Company Name
- Job Title
- The Contact Channel or channels that you selected

	Single Use Licence (per 1000 records)	Twelve times use Licence (per 1000 records)
ONE CHANNEL ONLY Postal or Email or Telephone	£150	£260
TWO CHANNELS Either: Postal & Email, Postal & Telephone or Email & Telephone	£190	£300
THREE CHANNELS Postal, Email and Telephone	£240	£350

*Data purchases are subject to a minimum order of £310 (unless purchased online). All orders also include a Production and output fee of £60. Prices exclude VAT.

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 will 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.

At Data HQ we focus on helping you find and target the right audience for your marketing campaigns.



FOR FURTHER INFORMATION CALL US NOW

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