



The UK's leading business to business marketing file

Who is it for?

- ▣ **Ideal for enterprises in every sector whatever your size, however we can particularly assist small-medium size companies with their data planning and analysis.**
 - ▣ Companies that do not have dedicated full-time marketing specialists can benefit from our help and advice.
 - ▣ More experienced marketers who are looking for new opportunities will also benefit from our range and depth of experience in full service data management.
 - ▣ New start-ups looking to build a new customer base.
 - ▣ Established companies looking for more effective targeting or new market opportunities.
 - ▣ Direct marketing companies or specialist list brokers.

What are the benefits?

- ▣ **More cost-effective direct marketing.**
 - ▣ Access to industry-leading help and advice.
 - ▣ Access to new market opportunities.
 - ▣ Fast turnaround of counts and provision of data.
 - ▣ Ability to test new approaches and campaigns in a structured environment.

When to use it

- ▣ **You can use our customised mailing lists for a wide range of mailing and telemarketing campaigns to meet your business needs.**
 - ▣ Ideal for sales drives, new product launches, special offers, or just to hit year-end targets.
 - ▣ If your business is seasonal or cyclical we can help you plan to take advantage of the best market opportunities.
- ▣ **The Data HQ B2B database of 2 million actively trading companies can be used for much more than supplying lists of names, addresses and telephone numbers:**
 - ▣ You can use the geographic analysis to help with: retail location planning, sales territory planning or franchise area planning.
 - ▣ Learn more about your customers and find more like them (see our Factsheet on Data-driven Insight).
 - ▣ Understand the scope of your market and your penetration into that market.
 - ▣ Update and enhance the value of your own customer database through cleansing and adding additional data (see our Factsheet on Quality Audit).

How to use the Data HQ B2B database

- ▣ **There are three levels you can refine your target market by:**
 - ▣ Business group (such as retail, agriculture, services, or transport)
 - ▣ Market sector (the groups are broken down into related Market Sector headings (such as news and confectionery within Retail)
 - ▣ Each Market Sector is then further broken down into individual Classification codes that relate to the specific line of business (e.g. Newsagents within news and confectionery).
 - ▣ You then refine your target market further using additional selection criteria such as geography, number of employees, premises type, and so on.
 - ▣ Please ask us to help you define your requirements! We will research the available data sources and assess them for you.



How to use the Data HQ B2B database continued

- We will consider external data, internal data and all possible enhancement opportunities.
- If necessary we may even help you design a testing matrix to optimise your targeting.
- We will then supply you with a count for your data, your count will be referenced and saved, and we will confirm the details of your count to you by email or fax.
- We can process your request quickly and precisely, by phone or email.
- Data outputs normally take just two hours. The list can be sent by email; data is usually provided in text, CSV, Excel or Access format.

Data quality

□ **Business data can decay at a rate of over 40% per annum so it is vital to keep upgrading it. At Data HQ we guarantee to hold the most up-to-date and accurate data in the UK.**

- We regularly update our database with feeds from many different sources including Companies House and common business directories.
- We carry out daily data cleansing from our dedicated UK call centre and from the direct mail and email campaigns we manage on behalf of our clients.
- Using our Quality Audit System we regularly update contact names, company names, addresses and telephone numbers and remove erroneous records.
- With more than 2 million contactable UK businesses, split into 2,000 categories, you can select data with absolute precision.
- Our Profiling and Analysis Services can give you deep insights into your “best” customers, allowing you to further enhance your list selections for future campaigns.
See our Factsheet Data-driven Insight.

Special offers

- **Free data audit**
 - Send us a file of your data and we will carry out a Quality Audit free of charge and tell you what enhancements are possible.
- **Free data sample**
 - Call us to discuss your specification, we will provide you with a data sample free of charge.

Credentials

- **DataHQ is the UK's leading full service data agency. We specialise in providing high quality data services to clients in every industry sector.**
 - We are approved members of the Direct Marketing Association (DMA) and the Institute of Direct Marketing (IDM).
 - We are an Investors In People (IIP) accredited company.
 - Our ongoing work to enhance Data Quality means that the quality of our B2B Database is unrivalled.
 - Established in 2000, 22 full-time employees and a team of 10 Customer Support Advisers.
 - Accredited partners and value added resellers of FastStats software, the leading database management solution.
 - We have a substantial client base of satisfied customers many of whom would be happy to recommend us. Please ask for details if you would like a reference.

Testimonials

“More and more clients are realizing the power of combined DM solutions. Time and again, Data HQ has proved invaluable when supplying specified Data, Telemarketing, and E-mail services.

These have always been of exceptional quality which really makes the difference in terms of results”.

Carolyn Rogers
Perception Advertising Limited

“As a provider of Direct Marketing services in the business sector, when we require data we know exactly where to go – Data HQ gives us quality data at highly competitive prices. In fact an excellent service that we come back to time and time again”.

Linda Schad - Sales Director
Action Mailing Ltd

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