



The UK's leading business to business marketing file

Who is it for?

□ **Ideal for enterprises in every sector whatever your size, however we particularly assist small-medium size companies who serve Business customers (B2B).**

- Any marketers planning to carry out marketing campaigns to the existing customer base.
- Any marketers planning to analyse their existing data to learn more about their customers.
- Established companies looking for more effective targeting or new market opportunities
- Direct marketing companies or specialist list brokers?

When to use it

□ **Statistics show that with frequent changes of premises, telephone numbers, job titles and personnel, business data can decay as much as 40% per annum. It is vital to maintain the quality of your data, especially when:**

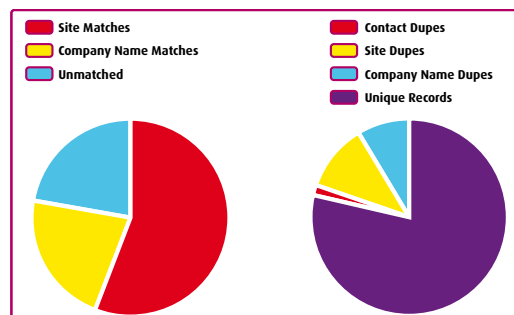
- Carrying out analysis of your customer base.
- Using your database for sales and marketing activities.
- Introducing new products and services to your customers.

How does it work?

□ **The key components of quality in any database can be classified into three groupings:**

1. **Completeness:** Addresses, postcodes, telephone and fax numbers, SIC codes and company size details.

Match Results - Matching Deduplication



	Records	% of File
Total Records	68491	100.00%
Site Matches	38359	56.01%
Company Matches	15027	21.94%
Unmatched	15105	22.05%
Contact Dupes	1159	1.69%
Site Dupes	7504	10.96%
Company Name Dupes	5818	8.49%



What are the benefits?

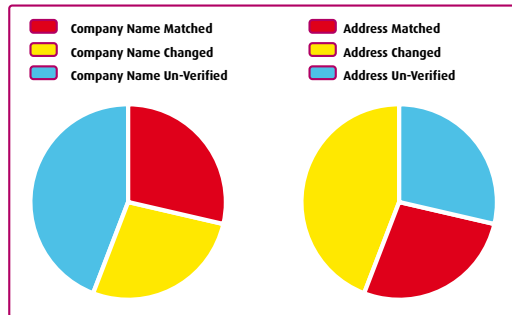
□ **Allows you to maximise the use and effectiveness of your most important asset – your data.**

- A vital step before you undertake any sales and marketing activity to the base or before you try to analyse the base.
- Reduced production costs and lower bills.
- Better response rates due to improved targeting.
- Focusing the right message to the right customers thus reducing wastage and customer complaints.

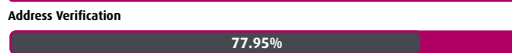


2. Accuracy: Where errors exist or the data is out of date and what amendments can be made.

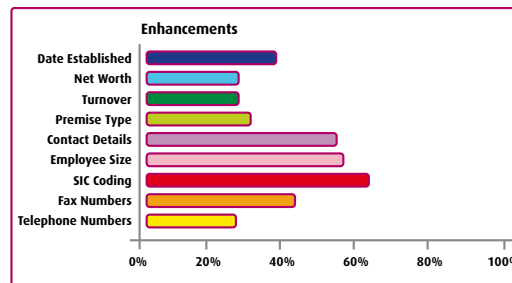
Completeness & Accuracy - Address Verification



	Records	% of File
Total Records	68491	100.00%
Address Matched	19682	28.74%
Address Changed	18676	27.27%
Address Un-Verified	30133	44.00%
Company Name Matched	16287	23.78%
Company Name Changed	33759	49.29%
Company Name Un-Verified	15105	22.05%



New Data Elements - Enhancements



	Existing Data	Enhancements
Telephone Numbers	64060	16930
Fax Numbers	16189	29137
UK 92 SIC Coding	9724	42498
Employee Size	0	37746
Contact Details	62489	37355
Premise Type	0	19426
Turnover	0	17099
Net Worth	0	17099
Date Established	0	25061

3. Consistency: ensuring that all data is compiled in a consistent fashion and there are no discrepancies.

Visuals showing outputs of data quality analysis

- Our electronic Quality Audit System matches your inhouse prospect or customer database to Data HQ's Business Universe of millions of known workplaces throughout the UK.
- Our Quality Audit Report will identify the strengths and weaknesses of your existing database and make recommendations on how it can be updated or where it can be strengthened.

Credentials

- Data HQ is the UK's leading full service data agency. We specialise in providing high quality data services to clients in every industry sector.
- Our market-leading B2B Database of 2 million businesses throughout the UK is constantly updated and enhanced to maximise its accuracy.
- We specialise in meeting the needs of small-medium size enterprises throughout the UK, especially those who serve the B2B market.
- 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.
- 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

"Freedom Communications is one of the UK's leading specialists in business communications. When we needed to clean and enhance our sales and marketing databases we chose Data HQ for their no-nonsense approach, we were delighted with the speed and professionalism of how our project was handled and we now have absolute confidence in the quality of our data."

Director Freedom Communications

10 point quality checklist

□ **Before carrying out any task with the database we should always ask ourselves:**

1. How many active records do I have?
2. How old are my records?
3. Are they all in one database or scattered amongst several?
4. What should I do with inactive or dormant accounts?
5. How would I de-duplicate my database?
6. Do I have all the current contact details for my customers?
7. Are the addresses properly structured and formatted?
8. What level of cleaning or updating is possible?
9. What type of data can be appended to my records to enhance my insights?
10. Are my customer records compliant with the Data Protection Act?