



The UK's most comprehensive and up-to-date B2B email database

Who is it for?

- **Business-to-business product and service providers.**
- **Our email file has proved highly effective in the following sectors:**
 - Market Research
 - Charities
 - Education
 - Business Machines
 - Business Services
 - Finance
 - Telecoms
 - IT & Technology
 - Delivery Services
 - Hire shops
 - Seminars
 - Office products
 - Promotional Goods

When to use it

- **Ideal for targeting specific decision-makers within the companies you are targeting.**
 - Fast and low-cost and can be used alone or in conjunction with direct mail.
 - Get messages out quickly to customers and prospects, e.g. if you have stock to clear or a sales target to hit.
 - Excellent for special offers, especially when there's a deadline or closing date.
 - Test campaigns on a small quantity.
 - Regular mailings to increase frequency of purchase or to email regular offers.
 - Distribute newsletters, white papers and articles of interest.
 - Communicate service updates or enhancements to a website.
 - Announce conferences, exhibitions, events – and send regular reminders.

How does it work?

- **First you need to identify who you wish to reach. Selection criteria include:**
 - Company size
 - Industry sector
 - Geography
- Setting up an email broadcast need not be complicated. Once we have helped you to define your selection criteria Data HQ can help you create your HTML document, develop your content and build the links, we can host images, manage the broadcast and track the responders. We can even build response forms that will integrate with our secure payment systems to provide you with online payments.
- **We can help you track all aspects of your campaign and deliver you a comprehensive analysis covering:**
 - Number of e-mails sent
 - Open rate
 - Click rate
 - Unsubscribed

Responses can then be profiled and this knowledge can be applied immediately to your next campaign so you can go straight from profiling your best customers to targeting new ones.

What are the benefits?

- **Highly cost-effective: email marketing allows you to convey your sales message at a fraction of the production cost associated with direct mail as printing costs and postage are eliminated.**
 - Highly cost-effective if you wish to send regular updates, special offers, or reminders.
 - Email is measurable, accountable, and fast. Responses are usually gathered within a few days.
 - Rapid response and analysis can allow you to improve the quality of your targeting. Future campaigns can be immediately enhanced.

Data quality

- o **500,000 email addresses uniquely compiled by Data HQ from multiple sources.**
 - o The records are continuously verified for accuracy: we check that the contact name and job titles are still current, any changes to the company size and industry description and the e-mail address for the contact name.
 - o Data HQ's email lists have been compiled by calling the relevant company and requesting the email address, either from the person or someone associated with the data subject.
 - o We proactively email the database ourselves to check for accuracy.
 - o When you rent a B2B email address from us we can supply with you with the full contact record including telephone number company size and business description.
 - o We are happy to provide a sample on request.

Example campaigns



Credentials

- o Data HQ is the UK's leading full service data agency and we specialise in providing high quality data in fast-growing areas such as email marketing.
- o We will happily send you a sample of the data so you can see the full extent of the record and judge for yourselves.
- o We are approved members of the Direct Marketing Association (DMA) and the Institute of Direct Marketing (IDM).
- o Our ongoing work to enhance Data Quality means that the quality of our email database is unrivalled.
- o 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

"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 UK Ltd

"We were given expert guidance on creative, statistical analysis and measurement and provided with up to date, accurate records which returned very low bounce rates and very high click through rates".

Goss Interactive
- a leading UK supplier of Enterprise Content Management Solutions

"The quality of the data provided by Data HQ was of a very impressive level, resulting in minimal returns, ultimately helping generate response rates and ROI levels, in advance of all campaign expectations".

Danny Butterfield
Intex Cleaning Services

data|hq

precisiontargeting