

# Marketing databases

## How to reach your target customers.

You are looking to expand your business, find new customers, find new areas of business and get your message out to those targets. However, the problem is how do you find those targets?

## Marketing databases

Many companies generate lots of useful business data from public domain sources, from proprietary sources, from their own businesses (such as magazine publishing) and often this data can be made available to you for your marketing purposes. This means that you can find companies, people, and industries that you want to target with your messages and products by “buying” selected data from our many sources.

## Your legal obligations

You need to be aware of the law regarding the use and possession of such data. The Data Protection Act applies of course, as do the various “opt-out” schemes that individuals can use to prevent their mailbox (and email inbox) being flooded with unwanted mail. All of the data that is described in this brief document complies with the relevant legal requirements and of course we must assume that as a legitimate and trustworthy business you comply with your obligations and the contractual agreement we draw up covering the use of the data we supply.

If you have a multiple use agreement for data we supply we will provide you with email updates if any of the contacts in your list join any of the opt-out schemes. This means that you can comply with the law without having to constantly check data before sending, phoning or emailing contacts.

## What about your own marketing lists?

Of course your own marketing contact database has to comply as well as any we supply. Are you checking your lists against the preference schemes? The solution is simple; we can take your lists and check them against the opt-out schemes

so that you know your list is ok to use at that time. Remember, unless you check regularly you may find yourself using names and addresses that have joined any of the schemes in the past 30 days.

## Our databases

In summary, we have access to multiple lists from multiple sources, covering a huge range of business sectors, companies, people, job functions, industries, geographies, and all with a wide range of selection criteria.

In summary we can access in excess of 100 databases, ranging in size from the largest at 17 million records in North America to the smallest at 1,500 records in NHS Health Authority Management. Of course we have all sizes in between depending on the market size you are targeting.

We may be helping you as part of an ongoing relationship with you, or you may have called us in to provide you with data for your own planned marketing campaign.

In either case, the process is as follows;

1. In consultation with you, we determine the target audience you wish to reach. We research the databases to choose the best fit.
2. We then use selection criteria to hone the detail to fit your specific requirements.
3. We determine the number of contacts you want or that you can handle and make sure the final list is the correct size.
4. We supply the list for either single or multiple use.
5. We keep you up-to-date with any opt-outs if selected

Of course our business is helping you with your sales and marketing, so we can help you determine the best target markets, we can help you prepare campaigns, prepare and print material, advise on content, and help with telephone follow-up so that you get the maximum benefit from your spend.

Call us now to see what we do for you.

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## The lists

### Business list number of records in database

**Email addresses**—all businesses ..... 2,135,100

#### **UK General Business**

National business database .....	2,230,100
D&B Marketplace of UK businesses.....	2,670,900
The UK Business Contact File.....	2,135,100
Business Decisions Database.....	4,461,500
PrimeFile Plus .....	1,617,800
Directors at home .....	810,600
Small/home office businesses.....	685,300
Purchasing decision makers.....	272,600
Business master file – Northern Ireland .....	106,900
UK executives masterfile.....	33,700
Head office master file.....	26,500
Professionals Northern Ireland.....	12,300
New opportunity businesses.....	11,100
UK SMEs .....	457,100
Real Soho .....	1,750,500
Exporting companies.....	514,700
UK top 150,00 companies .....	514,700
PrimeFile large & medium companies.....	270,700
A List top 500 uk companies.....	9,900
UK top private companies .....	8,781,600
Small/home offices.....	685,300
Growth companies UK fastest growing.....	252,700
Fax numbers UK Faxfile .....	274,000

#### **UK Job Function Specific**

Senior PR decision makers.....	20,200
Senior execs in advertising.....	8,000
Car & commercial fleets.....	108,800
Company car fleet database.....	43,000
Enhanced fleet database.....	7,800
Corporate event organisers.....	7,800
Senior corporate event decision makers.....	4,200
Property related decision makers.....	25,600
Facilities decision makers.....	12,100
Human resource database .....	48,500
Office purchasing decision makers .....	14,700
Chief executives.....	81,600
Directors of leisure companies .....	61,400
Healthcare business professionals .....	59,100
Sales & marketing responders.....	47,400
UK's top 2,000 advertisers .....	6,500
Financial decision makers.....	81,900
Financial executives .....	35,100
IT decision makers.....	52,800
Telecomms decision makers.....	39,100
IT executives .....	15,200
Telecomms & broadcasting execs.....	14,100
Marketing decision makers.....	48,000
Sales decision makers.....	42,600

#### **UK Business Sector**

Marketing & creative handbook.....	27,200
UK's music decision makers .....	6,500
Motor dealerships .....	19,200

### Business list..... number of records in database

Automotive sector .....	12,200
Schools register .....	695,800
UK schools.....	45,400
Local government .....	16,100
Oil industry decision makers.....	19,700
Chemical & pharmaceutical sector .....	14,000
Utilities industry sector.....	13,300
Associations senior decision makers .....	10,000
Aviation & defence technology sector.....	20,200
Primary care groups .....	409,600
GP practices.....	390,500
Healthcare business professionals .....	59,100
Hospital & healthcare decision makers.....	41,100
NHS Trust management .....	32,000
NHS health authority management.....	1,500
Leisure data.....	61,400
Gaming, leisure, hotel management .....	11,100
Super yachts, marinas, cruise lines .....	4,700
Wilmington's industrial database .....	101,700
Global manufacturing technology .....	49,300
Printing plus UK printing industry.....	13,500
Transport & logistics decision makers .....	5,400

#### **International General Business**

Europe.....	17,316,400
Republic of Ireland, business masterfile .....	315,200
Republic of Ireland, Professionals & clergy.....	70,200
US & Canadian executives .....	94,600
US business database.....	14,000,000
Canadian businesses.....	1,200,000
Major companies of the world .....	964,300
International executives .....	145,100
Financial executives .....	35,100

#### **The selection options**

There is a variety of filtering criteria that we can apply to determine exactly what data you need from the list. Typical examples include -

- Distance from a point such as postcode
- Geographic location such as Town, County, Postal district, Postal area, or Region,
- Type of business by SIC classification
- Thomson or YP directory classification
- Legal status
- Annual turnover, profitability, assets
- Premises type
- Number of employees
- Include telephone number
- Include Fax number
- Job function (sometimes by age band, gender, dob)

Use of the selection criteria allows us to refine your selections with exactness to ensure that your available resources can manage the list, carry our follow-ups, or simply contain your costs. We can help ensure that you maximise your investment and track the returns.

Try us and see what can be achieved.