

B2B Data Universe

BusinessBase

Challenge

Do you need to promote your product or services to other businesses?

Do you need to reach out to specific job titles/ key decision makers to make offers or tell them news about your products or services?

Do you need to target specific companies by employee size and turnover?

Pure Data BusinessBase gives you the flexibility to build your business prospecting data the way you want it.

Introduction

Our B2B data universe has more than 3.7 million actively tele-researched company site records with more than 8.2 million decision maker contacts by job function. This data is based on the latest Companies House file and has full contact details and financial data appended. Our BusinessBase marketing data is flexible to suit any sales or marketing requirement that you have from comprehensive data to simple address, telephone or email lists. We can provide over 100 B2B data selection options so getting the exact data for your requirements is fast and very easy.

In addition, because we also have a huge consumer data file we are able to provide up to 300 data points about the individuals (B2P) enabling you to market to the individual people - not just to the business.

Above all our B2B database is of the highest quality and levels of compliance. We offer solid guarantees so that you know you can trust it to deliver the results you want.

To find out more about our B2B data and other data solutions please contact us on 0203 2600 240 or email citipostmail@citipost.co.uk

Industry breakdown (postal)

Industry	Unique Companies	Unique Locations	Unique Contacts
Agriculture, Forestry & Fishing	39,718	42,778	67,165
Mining & Construction	187,682	201,498	316,294
Manufacturing	137,785	156,536	310,268
Transport, Communications & Utilities	91,014	104,472	164,143
Wholesale	51,644	62,764	112,684
Retail	178,173	238,046	352,731
Finance, Insurance, Real Estate, Property	106,443	123,525	236,068
Business Services	516,081	552,897	899,826
Leisure & Retail Services	262,784	318,099	508,489
Local & National Government	2,996	3,705	6,633
Health & Education	173,677	208,731	393,008
Miscellaneous	121,273	129,754	247,858
Total	1,869,270	2,142,796	3,615,167

Volumes



Postal
1.8 million
Companies



Postal
3.6 million
job functions



Telephone
1.2 million



Email
453,901
records

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Delivery options

Our flexible delivery options allow for our clients to have access to the most up to date, compliant data in the way that suits you. We aim to give you a quote for your data within an hour during business hours and once an order is placed will ensure the fastest delivery times.



Ad Hoc Delivery - our data experts provide you with full support to understand and deliver your customer data solutions requirements on an on demand basis.



Hosted Services - our data experts deliver a fully managed and compliant database hosting service for you so you don't have to worry about your customer data or campaign fulfilment, we do all that for you. You get online access to the clean, verified, enhanced data pool that you need to meet your sales and marketing requirements.



Contracted Data Feeds - we supply your sales, marketing, data quality and insight data needs on a reliable contracted basis, whether this be daily, weekly, monthly, quarterly or whatever timescale makes sense to your business



Data as a Service (DaaS) - take advantage of our data solutions on a self-serve basis via an API or online enabling you to manage your own customer data with the benefit of our leading edge solutions.



CASE STUDY

Challenge

A high-end retailer with multiple branches needed to reach out to corporate decision makers within the South East of England to promote their Christmas Hamper gift options, offering a discount for early purchases.

Process

Pure Data worked very closely with the client's direct marketing agency to define the selection criteria. We carried out a detailed profile of their existing business customers to understand more about them, these were then matched against our BusinessBase using the top semi decile segments that looked most like the current customers. Pure Data were able to provide 20,000 highly targeted postal records for this campaign.

The Results

- The client was impressed to see a direct response rate of 1.76%, delivering them increased brand awareness and a healthy return on investment from this direct mail campaign
- This has now become a permanent fixture in this luxury client marketing budget

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