

B2C Data Universe LifeBase

The Pure Data B2C LifeBase consumer data delivers the prospects for successful sales and marketing

Challenge

- **Do you need to promote your product or services to consumers who share attributes with your existing customers?**
- **Are you looking to reach out to a new type of consumer?**
- **Are you looking for a multi-channel approach to your prospect consumer marketing?**

Pure Data B2C LifeBase consumer data universe delivers the prospects you need to target for your successful sales and marketing campaigns.

LifeBase – complete, compliant consumer data universe

The B2C Data Universe holds data for more than 42 million UK individuals in 21 million households combined from multiple sources. Every record is enhanced with information to the highest levels of quality, detail and compliance. LifeBase is available to support your customer acquisition strategy for direct mailing, telephone or email marketing.

Marketing data compliance policies ensure that every record strictly complies with ICO code, the DMA code of practice and the EU Electronic Communications Act and impending GDPR code of regulation.

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


42m
Individuals

8.5m
Landlines

11m
Mobiles

12m
Emails

21m
Households

Gender % Split


Male
47%

Female
53%

Age Band

18-24	8%
25-34	20%
35-44	18%
45-54	22%
55+	32%

You can be confident that any data you acquire from us is the most compliant available in the UK today and carries our quality guarantees. Cleaned and maintained on a regular basis by our in house data experts, we ensure that your exact data requirements are met. However difficult, different or complex they are, we are here to help you get exactly the data you need.

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



Hosted Services - 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.

Volumes

We offer over 350 lifestyle, demographic and transactional selections and qualifiers so that you get the data you need.

About Pure Data

We are passionate about data! With a combined data expertise of more than 150 years we have a culture that encourages us to think outside the box and deliver creative, compliant marketing data solutions that really make a difference. Our vision is simple... to be the most trusted source of compliant innovative data solutions.

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CASE STUDY

Challenge

Pure Data were approached by a travel firm who were looking to dip their toe into prospect email marketing for the first time. Their short-term aim was to drive more relevant traffic to their website with the longer term goal being to maximise return from their data by increasing sales.

Process

After discussing the appropriate consumer selections required, Pure Data were able to segment by preferred holiday type within the 2.4m email addresses available, providing this travel company the exact prospect data that they needed. Knowing that volume isn't always the answer was the key to maximising the return for the client's budget.

From profiling and segmentation Pure Data created an email prospect pool of 150,000 records. An email was sent once a month for a 6 month period with different content derived from audience market research, in addition we created targeted Facebook adverts served to the same audience.

The Results

The client was delighted with email open rates of circa 8%. Although the main objective of this campaign was to build brand presence via the website this initial prospecting campaign delivered a 122% return through sales growth.

To find out more about this research and our other market research & compliance services please contact us on 0203 2600 240 or email citipostmail@citipost.co.uk