

## **DBS Data Launches new Charity Database of 2.5 million donors**

CHELMSFORD, UK, 8th December 2015, DBS the UK business and consumer marketing data specialists, today announced the availability of a newly enriched 2.5 million record database, of known charity donors in the UK. In a ground-breaking move for the data marketing industry, DBS Data will protect the use of the data, limiting usage to one charity delivering one communication per month to each donor.

Charities that will benefit from this new DBS Data service are those operating in the health and medical, animal, cancer and environmental sectors.

Managing Director of DBS Data, Adam Williams comments: "This new service enables charities to better target people with the highest propensity to donate to their specific cause. The result will be a combination of lower yet more effective marketing spend and higher more profitable response rates."

Williams adds: "We have taken the bold decision to place usage limits on the data, to prevent households from being bombarded with donation requests which can lead to apathy. In doing so we hope and expect that this will help charities to stand out in their marketing communications and increase donations".

The new database has been created by extracting key characteristics from DBS's pre-existing 2.5 million charity donor file and overlaying it with its extensive LifeBase pool of 46 million consumer records. This means that using DBS propensity scoring models and flags, DBS can enable charities to target and engage with donors (by mail, email and Facebook) based on the types of charities the person donates to and the value and frequency of their donations.

The new charity database service is available from DBS Data now.

### **About DBS Data**

Since 1994, DBS Data has been a trusted source of compliant and innovative B2B and B2C data solutions. The company believes that properly targeted communications, utilising accurate and reliable data, benefits consumers and businesses alike and that good data lies at the heart of any meaningful communication. Today, its 45,000,000 record Lifebase data-pool is one of the most comprehensive resources for consumer data available on the UK market, complemented by DBS's own Pre & Post Campaign Analytics service.

DBS has also innovated in the delivery of Data As A Service, with its Verifi solution enabling marketers to verify and append data in real-time, during omni-channel interactions. It has also built

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in-house its own 12 million record goneaway suppression file – Purifi, as well as recently launching a 2.5 million record charity file.

The company has a reputation for ethically sourced and managed data and has pioneered in this area with the introduction of the industry’s first 28-day suppression and ethical data policies. DBS has also taken a leading role in driving standards throughout the data industry driving awareness of issues relating to compliance (particularly GDPR) and collaborating with the DMA to become one of the first businesses to pass its extended compliance audit process.

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