

Research Solutions



db s t 01245 397 570



1994

Established and quickly evolved from list broker to manager and owner of direct marketing lists

1995

Full service direct marketing consultancy

1999

Lists, data management, fulfilment and response handling for postal, telephone, SMS and email media channels

2005

Top 5 UK B2B & B2C list owner in the UK

2007

Leading UK B2B & B2C data wholesaler

2010

Launched Research Solutions



- Online & offline business panels
- Online & offline consumer panels
- Online & offline patient panels
- Postal, telephone, email & mobile sample lists
- Online & offline data collection and recruiting



Our international business and consumer online & offline sample panels are truly unique, with access to over **60,000,000** people worldwide!



- Immediate access
- Businesses, consumers & patients
- Fast, accurate results
- Across all industry sectors
- Single or multi-country
- Expert project management

Our **DBS Global Business File** totals some **12,518,000** corporate and healthcare organisations. The data, collected via statutory bodies, government departments and online purchasers and subscriptions, allows access to quality researched prospect data from around the World. Trading addresses, telephone numbers, size and industry indicators will help you to penetrate any international market by specific job titles and functions.

This tele-researched enriched file identifies the most senior decision makers in the top Global companies, such as MD's, CEO's and other C-suite executives as well as decision makers covering every key line of business such as IT, Finance, Marketing, Facilities, Sales, Communications and HR.

Example DBS Global Business File Variables

- Age & gender
- Geography
- Line of business
- Job function / title
- Remuneration
- Turnover & profitability
- Location type – head office/single site/branch

- Number of employees
- SIC Codes
- Numbers of PC's
- Intranets / internets
- Software
- Hardware
- IT Spend



The **DBS Global LifeBase** is searchable by a multitude of variables including:

- Age
- Gender
- Occupation
- Geography
- Income
- Marital Status
- Household income
- Investments
- House value
- Nationality / ethnicity
- Children: number & age
- Property type
- High / low income
- Employed / self-employed
- Retired / not working / student
- Hobbies & interests
- Home workers
- Car make / model
- Motorcycle owners
- Charitable interests
- Patients by therapy area
- Mobile phone network
- Business flyers
- Foreign travel
- Credit cards by type
- Online buyers



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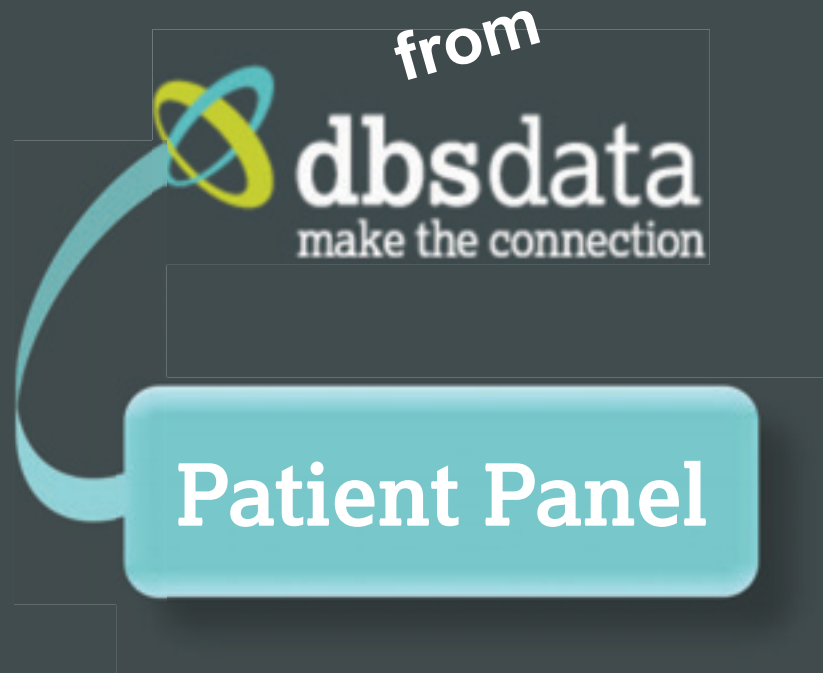
Hard-to-Reach Respondents

Research Solutions from dbldata understand the stress and frustration of trying to contact those hard-to-reach and low incidence rate target groups whether for online, telephone or face-to-face research programs.

Industry Sector	Example Respondents
Automotive	<i>Luxury car owners, Classic car owners</i>
Business Services	<i>Events, Foreign export, Start-ups, Payroll</i>
Travel	<i>Frequent, First, Business class flyers. Long-haul vacationers</i>
Tech & Telecom	<i>C-level, IT/Telecom decision makers, Research buyers</i>
Media	<i>Decision makers, buyers/viewers by region</i>
Healthcare	<i>Patients by condition, consultants, specialist nurses, GP's</i>
Luxury Brands	<i>Buyers by brand, luxury brand vendors by function/line of business</i>
Banking & Finance	<i>High/Low net worth, banking customers, Bank employees by function</i>
Retail & FMCG	<i>High/Low spend individuals, employees by function</i>
Hard to reach Respondents - Research Solutions from dbldata	

With our unique access to **multi-channel sample lists**, we have successfully recruited and interviewed across all industry sectors, all over the world.

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Patient Panel

The **DBS Research Solutions Patient Panel** is available to everyone. Specialised data collection for hard-to-reach and low incidence rate target groups for all healthcare market research programs

Our members from across the UK are committed to sharing their opinions and experiences regarding their health. Panellists are screened across **all therapy areas** and for **over 160 conditions**. Here are some examples of the areas in which we work...

Therapy Areas	Conditions
Child Health	ADHD, Acne, Asthma, Growth Hormone Deficiency
Endocrinology	Addison's, Osteoporosis, Diabetes (T1/T2), Hypothyroidism
Haematology	Haemophilia, Sickle Cell, Haemochromatosis
Mental Health	Schizophrenia, Alzheimer's, Bipolar, Depression
Neurology	Parkinson's, Sleep Disorders, Stroke, Multiple Sclerosis, Meningitis
Oncology	Breast, Colorectal, Lung, Cervical, Ovarian, Skin, Prostate
Ophthalmology	wAMD, dAMD, Glaucoma, Cataracts, Dry Eyes
Orthopaedics	Rheumatoid Arthritis, Carpel Tunnel, Sciatica, Osteoporosis
Renal	CKD, Kidney Stones, Kidney Failure, Transplant
Respiratory	Cystic Fibrosis, COPD, ARDS, Asthma
Sexual Health	HIV-AIDS, Impotence, ED, Syphilis, Chlamydia
Patient Panel - Research Solutions from dbldata	

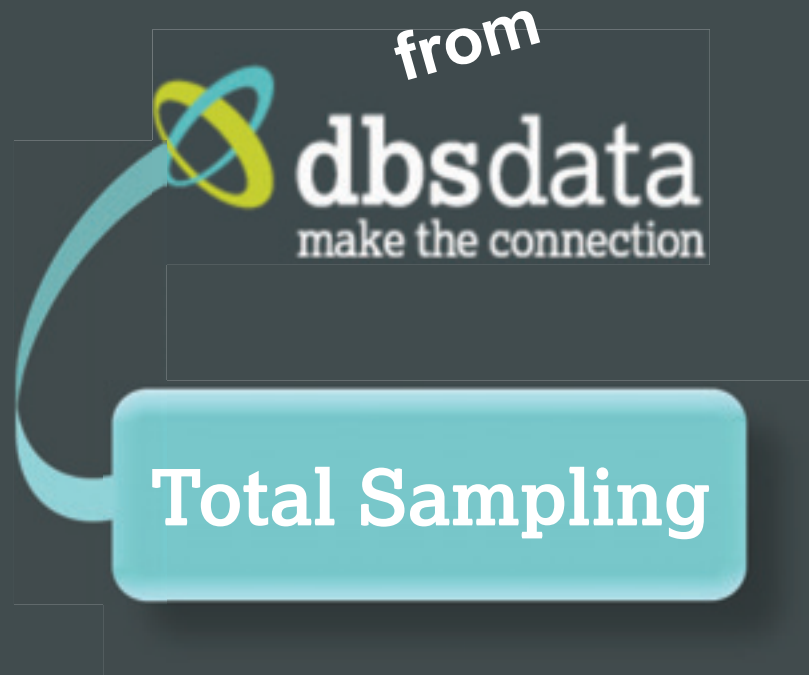
And if we don't have the people you are looking for, we will find them through our unique **multi-channel sample lists**



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Question: *Is it possible to work on a CATI project where you are calling people who have been pre-screened and agreed to be interviewed at a specified time and day?*

Answer: *Yes it is, with TOTAL SAMPLING, part of the Research Solutions from dbldata*

With our unique access to multi-channel sample this becomes reality and here's how it works...

1. We provide you with targeted BtoB or BtoC telephone sample to call in the traditional way
2. Meanwhile, we send email invitations to similar target respondents and direct them to a registration page
3. Respondents fill in their contact details, complete the screener and simply choose a convenient day and time to receive a call to be interviewed
4. We pass all recruits onto you

Here are two actual case studies:

Client A wanted to conduct telephone interviews with people who had been diagnosed with Cancer from a random sample of UK consumers. We provided telephone sample for their call centre and invited people by email. Within 7 days we had screened and recruited 200 respondents and our client had interviewed them all by phone.

Client B was struggling to convince financial decision makers in large companies to take part in a telephone interview. We sent email invitations to our targeted BtoB database and enabled our client to finish fieldwork on-budget and ahead of schedule.

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Panel Recruiting

At some point, most if not all market research companies have need for an online panel. Often, the only option is to work with one or more online panel providers...which is good news....for online panel providers!

Research Solutions from DBS Data would like to provide a quality, cost-effective alternative - *Have your own online panel*

Panel Recruiting

- Single or multi-country
- All members are profiled to your requirements
 - General consumers
 - IT and/or Business Decision Makers
 - Patients by condition
 - Line of Business Management
- Panel sizes to suit your needs
- Double opt-in
- Highly responsive
- All panel member details passed onto you

Panel Recruitment - Research Solutions from dbpdata

Whether you are looking for consumers, BtoB or even patients, we can recruit premium quality, responsive panel members quickly and cost effectively.



- Qualitative & quantitative data collection & recruiting
- International online & offline business , consumer & patient panels
- Contact by email, phone, mobile, SMS
- True global reach
- Email, mobile, postal & telephone sample lists
- Innovative, unique data collection, recruiting & sampling solutions



Research Solutions



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