



Your challenge?

Need to promote your product or services to other businesses?

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

Target organisations by their size, activity, financial status, the tech they use, the budgets they've set, and a host of other insights?

The solution

Full UK coverage, insight rich and the the market leader in compliance, our multichannel

BusinessBase



B2B Data Universe BusinessBase

Introduction

Our B2B data universe has more than 2.7 million actively tele-researched company site records with more than 7.6 million decision maker contacts by job function, decision making responsibility, job title and seniority.

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.

And as 'People buy people' even finer segmentation is possible with our B2P demographics and firmographic trigger and business phase insights.

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.



B2B & B2C data & hygiene solutions

Empower your customer acquisition & retention!

Industry breakdown

Industry	Organisations	Locations	Contacts
Agriculture, Forestry & Fishing	56,718	65,878	141,014
Mining & Construction	270,682	310,307	665,079
Manufacturing	198,785	241,065	652,451
Transport, Communications & Utilities	131,014	160,887	345,168
Wholesale	73,644	96,657	235,724
Retail	257,173	366,591	740,847
Finance, Insurance, Real Estate, Property	153,541	190,229	496,705
Business Services	747,425	851,461	1,892,107
Leisure & Retail Services	379,506	489,872	1,069,178
Local & National Government	4,345	5,706	14,733
Health & Education	250,590	321,446	827,139
Other	164,208	199,821	487,503



2.7 million
Organisations



7.6 million
Decision makers



1.2 million
Phone numbers



1.7 million
Compliant emails

Delivery options

Flexibility to suit you! Access to the most up to date, compliant data in a best fit way for you, your team and your organisation. Swift, consultative support from experienced data experts, certified in data protection compliance, who care about your results!



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



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



API's & Webservices - 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.



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.

It's not rocket science!..

it's
DATA science!



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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

DBS 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. DBS 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

About DBS Data

Founded in 1994 and ever since, passionate about all things data, thought leaders in data protection compliance.

Our culture promotes outside the box thinking, challenge the norm and strive to deliver creative, compliant marketing data solutions that really make a difference. It's not rocket science, it's Data Science!

Our vision is simple... to be the most trusted source of compliant innovative data solutions.

Data never sleeps!