



DBS Data Solutions for Market Research

High quality, high speed data solutions that deliver the market research audiences you need across all channels

Challenge

Do you need help reaching a difficult target group for a research survey?

Are you looking to conduct online research surveys with a specific target group?

Do you need the most representative phone sample for conducting tele research with either Businesses or Consumers?

DBS Data offers an unrivalled service that provides the highest quality research audiences for your exact project requirements.

Introduction

We understand the specific B2B & B2C data and sample requirements for offline and online market research and will provide you with the fast response and quality delivery that you need to complete your research projects effectively. Our expertise goes beyond simple data sets, we can also help you with those typically hard to reach targets with out of the box solutions.

We have unrivalled volumes of consumer telephone and online market research data to support any project that you need to deliver, however complex, with very competitive commercial agreements. In addition to providing great data we can support your RDD, Panel, CATI and Tracker studies.

We do this by...

- **Being very responsive to your requirements** - counts and proposals are delivered quickly and well within your timescales
- **Being a bit creative** - access to the broadest B2B and B2C data gives us the unique ability to get you the data for the hardest to access segments, whether your requirement be for panel or telephone data
- **Having the largest volume of data** - we are data specialists and therefore have unrivalled access to sheer volumes of data from which to build and enable you to deliver statistically valid market research
- **Being flexible** - from the simplest to the most complex offline and online market research requirements we are able to adapt to deliver what 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.



Adhoc Delivery – Our specialist Account managers can provide ongoing support on Ad hoc sample and project requirements.



Our **universe solution** allows for our clients to manipulate large sets of data to create their own representative sub sets for their ongoing projects.

About DBS Data

We are passionate about data... and we have been since 1994.

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.



Case Study

Total Sampling for a Leading UK Cancer Charity

Conducting market research can be challenging, but when you are looking to speak to people recently diagnosed, living with, or in remission from cancer, it needs to be handled with the upmost care and attention. This was the challenge that faced a leading UK cancer charity, wanting to connect with people that were not already registered or receiving care and support from the charity.

There is no list that can be bought of people with a cancer diagnosis and it is ethically correct that there are stringent data protection rules around making such sensitive information available. Furthermore, cold-calling to ask if someone has cancer and would like to answer some questions was clearly not an option. So, with an objective to complete the field-work of 200 telephone interviews in just two weeks, the charity turned to DBS

Data and its innovative Total Sampling service.

DBS was immediately able to give the charity a head-start with its patient panel, which includes people with medical conditions that have explicitly expressed their willingness be contacted. Through a combination of managed email broadcasts, insertions in relevant publisher networks and serving requests for participation on Facebook - inviting those meeting the criteria to participate, in return for a donation made to the cancer charity of their choice - 250 telephone calls were scheduled.

Within the first week of field-work the charity reached its target of 200 completed telephone surveys. So impressed has the charity been with DBS', enabling them to complete the work a whole week ahead of schedule, they are now working closely together on other important initiatives.



To find out more about our Market Research and other industry solutions please contact us on 01245 397 570 or email thesalesteam@dbpdata.co.uk

