

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 to 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.

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.



To find out more about this research and our other Market Research & compliance services please contact us on 01245 397 570 or email thesalesteam@dbldata.co.uk

