



Data Solutions for Agencies & Brokers

Providing a range of compliant data solutions to help you solve your clients marketing challenges

Challenge

Do you need to identify specific demographics on behalf of your client?

Do you need to target businesses on behalf of your client?

Are you looking to create campaigns that deliver strong ROI for your client?

Do you need to gain access to compliant responsive B2C & B2C data?

DBS Data are data experts so that you don't have to be and we have a complete range of compliant data solutions to support your successful client campaigns

Introduction

We work with more than 100 marketing agencies, data brokers and intermediaries globally to deliver B2B & B2C marketing data solutions. Our agency team of data experts has an average of 12 years of experience in assisting agencies and brokers in fulfilling targeted briefs and marketing campaigns.

As experts in data compliance, we regularly consult on the best approach for B2B and B2C data acquisition, verification, email marketing, cleansing, enhancement and fulfilment. We ensure that campaigns meet compliance legislation and ethical best practice guidelines ensuring that you are confident.

We know that every client you have is unique, which is why our solutions are built around your requirements not ours. Our ethos is to provide a data solution that delivers a real ROI. There isn't a



- 'one size' that fits all policy in DBS Data, every b2b & b2c marketing data solution is tailored to your client campaign needs, based on your brief, with our expertise.

We do this by:

- **Being compliant** – the most compliant B2C and B2B data available in the UK
- **Being responsive** – the agency team provides excellent account management and proposals can be delivered quickly
- **Offering guaranteed accuracy** – 2 for 1 on all returns.
- **Keeping a complete audit trail of our data provenance** – we keep a complete data audit trail giving you and your clients' peace of mind and confidence that the data provided is compliant and ethical.
- **Being Flexible** – from the simplest to the most complex campaign

requirements we are happy to adapt to your clients' needs

- **Keeping you happy** – we have proven results from over 100 agencies and brokers who come back to us time and time again.

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.

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 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



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.



Data as a Service (DaaS) – 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.



► Case Study

Intelligent targeting delivers better ROI for Major Automotive Company

Challenge

One of the mass market automotive manufacturer's was launching one new model and two facelifted models over a sixth month period. They had a requirement to generate test drives and brochure requests for each model in the sales process and planned email marketing campaigns to generate these. The campaign would ultimately be measured on sales generated.

Process

DBS Data worked very closely with the client's direct marketing agency to define the selection criteria. A relatively complex model was developed by the team, which took into account the prospects who had expressed interest in, or already drove, certain makes and models AND were in a suitable purchase window during the campaign period. There was a blend of consumer and business data to ensure that all key user segments were addressed.

The data was cleansed and suppressed against the client's own customer and prospect base to ensure there was no duplication with their own CRM activity. The campaign was deployed with a multi-contact strategy ensuring that each target recipient received 3-5 contacts with messages over the campaign journey.

Results

- **Overall open rate** – an average of 16.5% open rate was achieved across all three models.
- **Each broadcast saw unique and incremental prospects**
- **Overall click through** – an average of 16.3% click through from opens was achieved across all three models
- **The DBS Data element of the campaign delivered call backs, incremental used car enquiries, brochure requests and test drives**
- **Call backs** – 14 across the three models

- **Used Car Enquiries** – 21 incremental enquiries across the model range
- **Test Drives** – 169 across all models
- **Sales Enquiries** – 37 across all models
- **Sales** – 84 across all models when matched back

The campaign delivered an excellent return for the client, which has resulted in the client repeating this campaign annually.

The Data Director at the Client's Direct Marketing Agency says.

"DBS is consistently one of our go to suppliers. They are knowledgeable, helpful and good to work with. Above all the data is accurate and one of only a few sources we trust for compliance. Their data is always one of the better performers"