

Getting started with DBS Data

If you want to grow your business you're most likely already looking for new customers. But even if you aren't, losing customers is an unavoidable fact of every day business life. That's why it's essential to maintain a steady stream of new customers. DBS Data can help you do this.

OUR PROVEN 5-STEP CYCLE TO MARKETING SUCCESS:



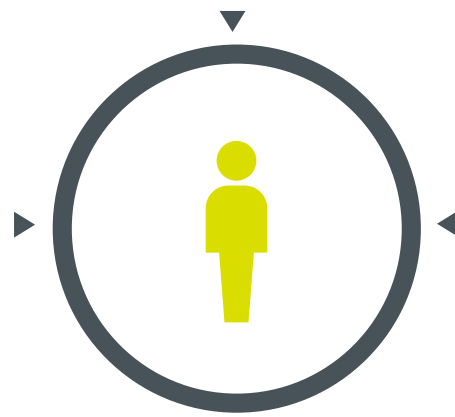
- 1. Get to know your customers

Communicate with them and discover why they choose you.



- 2. Create Customer Profiles

Analyse your customers and create a profile of the best ones by their behavior and characteristics.



3.

- 3. Select New Prospects

Use the profiles to select new prospects that look just like just like your best customers.



- 4. Market to New Prospects

Use our B2C data universe new prospects lists for sales leads, postal, email and text mailings. Remember, we offer print and mailing services too!



- 5. Make Sales and Win New Customers

Capture the right information about them - and then start the cycle again.

► Your questions answered

Want to know more about how DBS can help you grow your business?

Take a look at our Getting Started FAQs below.

How do I create a mailing list of consumer data?



The following is just a small selection of the possible criteria for choosing your data. For a full, tailored solution, call 01245 397 570.

Selection criteria can also be used in reverse, i.e. to exclude areas, job functions and industries etc.

- **Geographic location** (select by any combination of economic region, town, country, postcode area, district or sector).
- **Gender**
- **Age** (select by specific ages or age range).
- **Income** (choose any range)
- **Occupation** (target by occupation, job title and profession).
- **Home type and value** (you can choose by type of house or flat and by their values too).
- **Family status** (i.e. married, cohabiting or single, and by the number and ages of any children within the household).
- **Nationality**
- **Interests** (drill down by individual's interests and spending habits).
- **How you want to use your chosen data** (choose how you would like to communicate with your new customers – any combination of mailing, phone, email broadcast, fax, text message).

How can I target a specific geographic location?

You can select your data area by postcode, region, county, radius from a specific location – or even driving time – to best target your customers. ►



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

► How do I create a mailing list of business data?

The following is just a small selection of the possible criteria for choosing your B2B data.

For a full, tailored solution, call 01245 397 570.

Selection criteria can also be used in reverse, i.e. to exclude areas, job functions and industries etc.

- Geographic location (select by any combination of economic region, town, country, postcode area, district or sector).
- Job function (select by job function, job title, or a combination of both).
- Industry (select by vertical markets including production, distribution and supply, or by SIC codes or specific lines of business).
- Number of employees or turnover (select by any combination of employee number and sales turnover).
- How you want to use your chosen data (choose how you would like to communicate with your new customers – any combination of mailing, phone, email broadcast, fax, text message).

What are SIC codes?

SIC is short for Standard Industry Classification, a coding system listing all the various types of business operating in the UK today.

How will my data be supplied?

You can choose between any combination of:

- Excel spreadsheet or a text file (for mail merges or importing into contact software).



- A print-off (for sales calls).
- Self-adhesive sticky labels (for sticking straight onto envelopes).

How do I then go about producing a mail-out?

DBS Data can arrange, print and post the whole thing for you. Simply supply us with the letter or brochure artwork, and we will print and mail out to your chosen list.

For more details and prices, please call our sales team us on 01245 397 570.

How many times can I use the mailing list?

This depends on the licence you opt for, from single usage licence to an unlimited usage over 12 months licence.

How do I go about running an email broadcast?

We can supply you with a list of email addresses in exactly the same way as we would with postal addresses. Our lists are all opt-in, meaning the customer has consented to receive correspondence from relevant companies such as yours. You simply supply the email to be sent out, and we'll send it to the chosen list of addresses.

Can I try before I buy?

Of course. We are happy to send you a small sample of data by your chosen criteria – free of charge – so you can see the format and layout of the companies you have chosen.