

## **PRESS RELEASE**

### **DBS Data Announced as Official Partner and Sponsor for the 2018 IPA Effectiveness Awards**

**CHELMSFORD, UK, \*\* NOVEMBER 2017, [DBS Data](#)** the UK business and consumer marketing data specialist today announce that it is joining Facebook, Google, WARC and others as an official sponsor and partner for the [2018 IPA Effectiveness Awards](#). Participation in the award programme is part of DBS Data's ongoing initiative, to assist agencies in how to use compliant data across their b2b and b2c campaigns.

The IPA is widely recognised as the world's most influential professional body for practitioners in advertising and marketing communications. The IPA Effectiveness Awards are held every two years and are the industry's most prestigious and rigorous awards scheme, open to any communications agency, media owner or advertiser worldwide.

DBS Data works with more than 100 marketing agencies, data brokers and intermediaries globally to deliver b2b & b2c marketing data solutions. The 2018 IPA Effectiveness Awards are a natural fit for the business and its Managing Director, Adam Williams, comments: "In our experience working with the agency community there is a clear knowledge and skills gap, regarding how data can be integrated within creative campaigns to improve their effectiveness."

Williams adds: "There is also much apprehension and misunderstanding right now surrounding how data can be used in compliance with GDPR. What is often overlooked is the huge opportunity for those agencies that get it right, for themselves and for the long-term reputation of their clients. As leader in data-based marketing and custodian of the most compliant B2C and B2B data available in the UK, DBS is sponsoring these awards as part of a wider initiative to help agencies bridge the gaps and capitalise on the opportunities."

For agencies entering the 2018 IPA Effectiveness Awards the key dates are:

- 17:00 GMT January 31st, 2018: Pre-registration and Awards Advisory Service deadline

*Ref: DBS Data/2017/Press releases/2018 IPA Effectiveness Awards  
For review: 20<sup>th</sup> November 2017*

- 12:00 BST April 20th, 2018: Final Deadline for Submitting Awards Entry

**For more information about the 2018 IPA Effectiveness Awards visit:**

**<http://www.ipa.co.uk/effectiveness/awards>**

**Follow the 2018 IPA Effectiveness Awards on Twitter: [#IPAEff](https://twitter.com/IPAEff)**

### **About DBS Data**

Since 1994, DBS Data has been a trusted source of compliant and innovative B2B and B2C data solutions. The company believes that properly targeted communications, utilising accurate and reliable data, benefits consumers and businesses alike and that good data lies at the heart of any meaningful communication. Today, its 45,000,000 record B2C data-pool is one of the most comprehensive resources for consumer data available on the UK market, complemented by DBS's own Pre & Post Campaign Analytics service.

DBS has also innovated in the delivery of Data As A Service, with its Verifi solution enabling marketers to verify and append data in real-time, during omni-channel interactions. It has also built in-house its own 31 million record goneaway suppression file – Purifi, as well as recently launching a 2.5 million record charity file.

The company has a reputation for ethically sourced and managed data and has pioneered in this area with the introduction of the industry's first 28-day suppression and ethical data policies. DBS has also taken a leading role in driving standards throughout the data industry driving awareness of issues relating to compliance (particularly GDPR) and collaborating with the DMA to become one of the first businesses to pass its extended compliance audit process.

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