



DBS Data - Solutions for Enterprise

The 'one-stop shop' for compliant sales and marketing data

Challenge

I want a large-scale data solution that delivers good quality, compliant data for campaigns, insight and suppression

I have a large volume of customers who I know nothing about?

How can I verify that my customers and prospects are who they say they are?

I want a cost effective suppression dataset in-house

I need access to a UK B2C or B2B universe to roll out my marketing activity

I need access to a compliant 3rd party dataset internally to increase my reach

If you want a one stop shop solution to your customer data challenges then DBS Data provides the answer.

How does the enterprise solution from DBS deliver this?

Our enterprise solutions provide full access to our B2C and B2B data assets, Lifebase, BusinessBase and Purifi Suppression file to host internally and use alongside your own client and prospect data.



Data is at the heart of what we do, so it is vitally important that we continually seek out the best possible sources."

Lee Witherell, MD
Psona

Lifebase is our UK consumer data product. We have a view of over 40 million adults at 23 million households which is combined with over 200 different fields of data insight such life stage, financial, interests and purchasing variables to bring together a great depth of understanding about the consumers you want to communicate with. View the Lifebase product sheet here.

Businessbase is our UK business database that comprises of 3.6 million key decision makers at 1.8 million organisations. This dataset brings a different view to a traditional business marketing file in that our depth of different contacts combined with unique insight delivers an asset that is unrivalled in the market place. View the businessbase product sheet here

Purifi is our own data suppression solution that contains 36 million known movers. The dataset has been compiled over many years and incorporates known movers from land registry which is cross referenced against Lifebase to flag the current occupant as a gone away but also



To find our more about our enterprise and other industry solutions please contact us on 01245 397 570 or email thesalesteam@dbldata.co.uk



► brings together postal returns from campaign activity to provide a cost effective suppression solution.

The main use cases for the data are suppression, verification, enrichment, prospecting and analytics which housing our data in your business allows you to be more agile, efficient and make better decisions when it comes to your customer retention or acquisition strategies.

Choosing DBS Data to deliver your entire data solution means that you can be confident that your data is compliant because our data is backed up by rigorous compliance standards as well as being audited by the DMA for our data collection and retention policies.

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.



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



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

Psona helps organisations to understand how their customers and prospects interact with their brand across all media channels. It does this by analysing masses of complex data that is used to create more effective and targeted marketing.

Lee Witherell, MD, Psona joined in 2014 and made it his priority to conduct a comprehensive review of data sources, to ensure that only providers of the highest quality data, with the strongest provenance were selected. Psona had worked with over 40 data providers; the review reduced this to a much smaller number of trusted providers, including DBS Data.

Witherell explains that “The ability to demonstrate the provenance of data was one of our most important criteria, along with long-term strategy for data quality, and how easy it would be to work with them. We selected DBS Data because they ranked highest on our assessment scorecard when we considered data quality, compliance standards, transparency, processes and provenance.”

Psona were also impressed with the strong relationship that DBS has with the DMA, particularly its role in driving awareness of GDPR. Witherell

adds: “There is a chain of trust that runs from the customers of our clients, through to us and the providers of the data we use. Working with DBS Data our links in that chain are strong and all of our clients can be safe in the knowledge that we are fully GDPR compliant.” Witherell concludes: “We believe DBS to be among the best in the industry at what it does.”

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.



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