



Hosted Database Management Solution with Bureau Services

Hosting your database with DBS gives access to our extensive portfolio of bureau services, fully managed by our data experts. The DBS Database Management Solution means all of your data is accurate, up-to-date, protected against data decay, fully compliant and ready to work for you.

What's more we can unlock hidden insights within your data, that can potentially hold the key to profitable new sales opportunities. And, in most cases it costs less than managing your database in-house.

“Since we started working with DBS, we have cleansed, verified and enhanced our customer database allowing us to talk to our members about the things they care about. The benefits have been fantastic and we are in a strong position to meet GDPR legislation going forward.”

**Lisa Wise, Marketing Manager,
B&Q TradePoint**

Maximise your marketing budget and control costs

Incomplete records, inaccurate/out-of-date information and incorrect formatting can result in campaign wastage and lost opportunities to engage with your customers and prospects.

Outsourcing your B2C or B2B database management to DBS means that you no longer need to think about cleansing and verifying your data. It is all done for you.



To find out more about our Database Management and other data solutions please contact us on 01245 397 570 or email thesalesteam@dbldata.co.uk

▶ In most cases choosing DBS to manage your database will be lower cost than maintaining it yourself!

Access to the best data experts in the business

Gain access to the very best data experts in the UK. Think of us as an extension of your marketing department. We do so much more than monitor and maintain your database. The team is constantly on the lookout for opportunities to maximise the commercial value from your database.

Your database always ready to work for you

DBS Data takes away all the pressure and ensures that whenever you need it your database is fully up-to-date and primed for use.

Giving you compliance confidence

DBS was one of the first businesses to pass the DMA's extended compliance audit and guarantees all B2B and B2C data provided is GDPR, PECR & DPA compliant and within The DMA and ICO guidelines.

Our exhaustive data protection processes minimise risks and protect your brand reputation.

The complete hosted bureau service

The comprehensive portfolio of services available from DBS includes...

- Database design, build and hosting.
- 24/7 365 access to your data via an API, or online portal.
- Database maintenance including cleansing, standardisation, formatting, validation, enhancement, deduplication and suppressions.
- Processing of unsubscribes, suppression list maintenance, consent and engagement histories and retention management.
- Analytics and segmentation.
- Scheduled bespoke database status reporting and campaign history/performance reports.
- Assistance with data protection compliance.
- Auditing, gap analysis, project management, consultancy and training.
- Campaign management including extractions, delivery and attribution.

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

Contact our business data experts today on 01245 397570



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