



DBS Data – Market Research Data Solutions for Agencies

Challenges

- **Getting access to the right compliant data (B2B or B2C) for your research requirements**
- **Understanding the underlying sentiment in your campaigns and brand marketing activities**
- **Knowing how engaged customers are with your clients brands before and after campaigns**
- **Getting valuable feedback on the messages in your campaigns before they go live**

DBS Data are the experts in providing exactly the right data for market research from our compliant B2B and B2C data universes and we know how to help you get the best results.

Introduction

We understand the specific requirements for quantitative or qualitative offline and online market research. We will provide you with the fast response and quality delivery that you need to complete your research projects completely and effectively. Our expertise goes beyond simple data sets, we can also help you with those typically hard to reach targets with bespoke audience solutions.

Our market research data expertise covers:-

- Sample – postal, email, telephone & mobile
- Bespoke community recruiting

- Social Sentiment Analysis
- Bespoke Customer data segmentation
- Online business panels
- Online consumer panels
- Online patient panels

Online Surveys & Communities – we will recruit and interview your target audience using a wide range of online methods for your research, whether it be brand, agency or research led.

Segmentation & Analysis – our experienced data analysts work closely with you to understand your existing data, your campaign objectives, your current strategy, previous campaign history and how we can optimise your marketing touchpoints going forward. We can create a bespoke segmentation that is as unique to your client as their customers are to them.



To find out more about our Market Research Solutions or other market solutions please contact us on 01245 397 570 or email thesalesteam@dbldata.co.uk

- **Social Sentiment Analysis** – improve your customer understanding with share of voice analysis, loyalty analysis, sentiment trends, analysis of campaigns and passion intensity from across all social channels.

We do this by

- **Being very responsive to your requirements** – proposals are delivered quickly and efficiently.
- **Being a creative** – access to the broadest B2B and B2C data gives us the unique ability to get you the insight from the hardest to access segments.
- **Having the largest volume of compliant global data** – we are data specialists and therefore have unrivalled access to sheer volumes of data from which to build and enable you to deliver statistically valid market research.
- **Being flexible** – from the simplest to the most complex offline and online market research requirements we are able to adapt to deliver what you need.

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.



Case Study –

Heineken Bulmers

The Challenge

8 days to design, recruit and run a 5 day online community discussing consumers relationships with cider. This included diary entries, snap surveys and also a letter to “Cider”. Niche sample segmentations made the recruitment even more difficult.

The Solution

Providing the software to host and screen recruits, DBS Data recruited customer and non-customer sample from panel and social sources, identifying individuals in different “relationship stages” with cider. The client was then able to design and run all of the required activity in the tight timescales.