



Go Inspire and DBS Data Delivering a Complete Service Offering For Major UK Brands

Go Inspire is a talented team of multi award-winning communication and print innovators, whose in-house marketing services are driven by powerful data and analytical insights that drive some of the UK's most well-known brands forward. Based in Leicester, the company has an enviable portfolio of case studies including British Gas, Cancer Research, Sky and Tesco.

The marketing data experts at DBS Data were recommended to Go Inspire to help out with a data profiling project for one of its clients in the finance sector, that required high-quality B2B data for a direct marketing and email campaign. Such was the success of this initial project, it is still running 18 months on. This campaign has led Go Inspire and DBS Data to look at how their complimentary

services can be used collaboratively across B2B and B2C activities for other brands.

Javinder Singh is a Digital Account Director working in the Insight division of Go Inspire, which focuses on customer retention and retargeting activities. He comments on his experience of working with DBS Data: "I am always extremely impressed with the speed and efficiency of DBS, coupled by the quality of the data that they are able to source and supply. Where we can provide behavioural and transactional data regarding what customers have done, DBS can provide the household and geo-demographic insights that enable us to learn more about them and in turn improve how we engage with our clients' customers."

Go Inspire clients now recognise

that it offers a truly comprehensive service and Javinder observes the impact working with DBS has had on the business. "Whereas in the past we would be asked questions about expertise in providing customer and behavioural insight, we are now receiving requests and queries regarding a wider range of data related challenges and opportunities." Javinder concludes: "With the talent we have in our own team of data-scientists and the expertise and services available through DBS, we have total confidence that we can meet any requirement. It is an exciting time, as we are exploring even more ways in which Go Inspire and DBS Data can work together."

GO INSPIRE.