



Corpdata Reseller

This pack contains useful information that will enable you to provide your clients with the most suitable database for each of their campaigns. Here are just some of the benefits you can expect when working with Corpdata, the leading B2B list owner.

Benefits of Corpdata

Minimum 30% Margin

We understand that your business requires a special partnership; one that can supply high quality, accurate data for your clients whenever they need it. We also understand that as a competitive business you need a profitable solution for your company, which is why we offer a minimum reseller margin of 30%.

Accurate data

Our data is regularly verified. Quality procedure checks throughout our process enable us to provide you with an unbeatable data accuracy.

2 for 1 Quality guarantee

Should you find any company or contact gone-aways, we will replace or credit them with DOUBLE YOUR MONEY.

Comprehensive coverage

Almost all actively trading UK organisations covered. With up to 15 decision makers in each organisation, you can be sure of getting your campaigns to the right people.

Personal Account Manager

Our Reseller Team know data inside out. We can keep it simple and follow your lead, or we can advise you how best to fulfil your clients' requirements. Your Account Manager is there to support your business in every way, so whether it's helping you plan strategically, or being part of the creative process, we'll do our utmost to help your campaigns deliver successful results.

Personalised Count Results

Present your clients with their results fully personalised with your company's logo and contact details. Simply supply us with the text and graphics of your choice and we do the rest for free!



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business data you can trust

Corpdata / Introduction

Corpdata is all about accurate marketing data that works.

What makes us different is that our data is compiled specifically for direct marketing. This means that we never need to compromise on our market-leading quality standards. We constantly monitor and update our business data to give you the greatest return on investment of time, money and energy.

We all know data isn't static, it's changing all the time. Here are 4 facts about UK data changes in just 1 year:

- 300,000 postcodes change
- 78,000 people of working age die
- 390,000 businesses are formed
- 336,000 businesses cease trading

Source: ONS

Keeping pace with the changes can be a difficult task, but failing to do so can be too costly to contemplate. Many marketing teams have been criticised for failing to provide good prospects for their sales team.

Corpdata can help you solve your data challenges, we have the best UK B2B marketing data available.

Our enviable reputation is built upon commitment to maintaining data quality.

Our priority is getting your campaign to the right person.

Quality in direct marketing data is about enabling accurate targeting, and ensuring the contact details are always accurate.

Corpdata continually verifies data to help ensure the data is as fresh as possible. Standards are strictly upheld using comprehensive quality checks, on top of AI and other sophisticated IT systems.

Our focus on data quality means you will enjoy lower gone-away rates, better efficiency and better results from your campaigns.

We're so confident in our data that we offer a 2 for 1 gone-away guarantee.

Many marketers feel Corpdata data is an essential tool in delivering business results.

Renowned for quality



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Corpdata Products at a Glance



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Large coverage data products

Corpdata Site Only








- Nearly universal coverage
- All organisations, all sizes, all industries
- No contact names, fully GDPR compliant
- Mailing addresses
- Basic targeting
- Ideal for large coverage products to business owners and senior decision makers
- Lowest cost

Corpdata Business Premium



- Up to 15 decision maker contact names
- Fair Processing Notices provided
- All sizes, all industries
- Telephone numbers, email addresses, mailing addresses
- Sophisticated targeting

Additional detailed targeting based on intelligence about what organisations:

WHAT THEY DO (Organisations of all sizes)		WHAT THEY USE (All industries, typically larger organisations)	
IT Trade		Activities they undertake within the IT industry	Focus Lite  Modelled IT usage (includes smaller organisations)
Telecoms Trade		Activities they undertake within the telecoms industry	Fleet Focus  Vehicle fleet infrastructure the organisation employs
Marketing & Media Trade		Activities they undertake within the marketing & media industries	Online Focus  Online infrastructure the organisation employs (includes smaller organisations)
Building & Construction Trade		Activities they undertake within the building & construction industry	

Specialist File:

Stock Market



Companies listed on the **UK stock exchange**, the largest companies, all industries.



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Corpdata Site Only

Need new customers, not data protection headaches?

Corpdata Site Only is a 'no names' data product with huge coverage. You can avoid all the GDPR and other data protection laws if you don't process personal data!

Sending marketing material to 'The Managing Director' can be the perfect solution. However, you can also be more creative. Addressing 'the person who buys the stationery' is more specific, and can be much more engaging, producing better results. With a no-names data product, you can access the whole organisation, unrestrained by traditional 'top-tier' jobs.

The UK's largest file of actively trading organisations

Corpdata Site Only is colossal resource, priced for economy. Based on Companies House information:

- with added Corpdata intelligence
- non-trading 'brass plate' companies have been removed
- corporate structures have been simplified, missing out holding companies and focusing only on the actively trading entities.

You can afford more promotions

Reduced research costs for Corpdata Site Only mean we can offer the data at a very attractive price point, meaning your budget can stretch further. You can afford to reach more prospective customers!

Corpdata Site Only is invaluable to organisations that need to find new customers, but lack the resources to manage full service direct marketing operations.

Quality guarantee

The quality of your data is guaranteed. The 2 for 1 money back guarantee ensures you get every ounce of value from your data.



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Corpdata Site Only - Licensing & Pricing

Single Campaign Use	12 Month Use Most popular	Eternal Use
Use as often as required Within 1 month	Use as often as required Within 12 months	Use as often as required Eternally
License Fee £100/1,000 records	License Fee £200/1,000 records Optional updates Available for additional fee	License Fee £300/1,000 records

Data Elements Available:

Company name
 Company address
 Telephone number (*)
 Number of employees (*)
 Turnover (*)
 Trading activity (*)
 Email address (*)
 Web address (*)

(*) Data elements available for some site records

Regularly updated

Corpdata automated systems process regular data feeds of changes from Companies House and other public sources to keep the data at a top-quality standard.

Targeted campaigns

All targeting is at site level. You can target organisations by industry sector, location and size.

Fully compliant

This file does not contain contact names or personal data, so fully complies with all personal data protection laws, including GDPR.



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Corpdata Business Premium

Comprehensive UK data

When your target customers are **decision makers in UK organisations, with over 25 employees**, you need Corpdata Business Premium - over 300,000 sites including almost all those with 25+ employees.

Regularly updated

Using accurate information reduces waste and significantly improves your results and Return on Investment.

Corpdata Business Premium is continually verified, to ensure the data is in tip-top condition for your campaign.

Targeted campaigns

Detailed company intelligence means you can precisely select organisations and contact up to 15 key decision makers in each.

You can target by:

- Location
- Decision making responsibility
- Number of employees
- Industry sector or activity
- Site function
- Email addresses
- ... and more

Fully compliant

Corpdata data fully complies with all personal data protection laws including GDPR.

Quality guarantee

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Corpdata Business Premium / Licensing & Pricing

Single Campaign Use	12 Month Use Most popular	Eternal Use
Use as often as required Within 1 month	Use as often as required Within 12 months	Use as often as required Eternally
License Fee £200/1,000 records	License Fee £300/1,000 records Optional updates Available for additional fee	License Fee £400/1,000 records

Decision Makers Available

- Senior
- Financial
- Marketing
- Computing
- Sales
- Purchasing
- Telecommunications
- Human Resources
- Health & Safety
- Networking
- Fleet
- eCommerce
- Call Centre
- Customer Services
- Facilities

Data Attributes Available:

Contact name
Job title
Company name
Company address
Telephone number
No. of employees
Turnover
Trading activity
Email address
Web address



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IT Trade

Well respected, comprehensive data

Introduced over 25 years ago, the **IT Trade** file has a reputation for outstanding quality and accuracy. It has complete coverage of the UK's IT suppliers and service providers. Corpdata **IT Trade** is indispensable if you need to reach the channel.

Regularly updated

Using accurate information reduces waste and significantly improves your results and Return on Investment. **IT Trade** is continually verified, to ensure the data is in tip-top condition for your campaign.

Targeted campaigns

With up to 15 key contacts in each company, including Health & Safety and Fleet decision makers, you can be certain of getting your message to the right person.

You can target by:

- Location
- Decision making responsibility
- Number of employees
- Industry sector or activity
- Site function
- Email addresses

... and IT specific activities:

- IT dealer
- IT consultants
- Systems integrators
- IT manufacturers
- Software publishers
- Value added resellers
- Distributors
- Network services
- Peripheral suppliers
- ... and much more

Fully compliant

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Quality guarantee

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IT Trade - Licensing & Pricing

Single Campaign Use	12 Month Use Most popular	Eternal Use
Use as often as required Within 1 month	Use as often as required Within 12 months	Use as often as required Eternally
License Fee £200/1,000 records	License Fee £300/1,000 records Optional updates Available for additional fee	License Fee £400/1,000 records

Decision Makers Available

- Senior
- Financial
- Marketing
- Computing
- Sales
- Purchasing
- Telecommunications
- Human Resources
- Networking
- Health & Safety
- Fleet
- eCommerce
- Call Centre
- Customer Services
- Facilities

Data Attributes Available:

Contact name
Job title
Company name
Company address
Telephone number
No. of employees
Turnover
Trading activity
Email address
Web address



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Telecoms Trade

Well respected, UK data

With comprehensive coverage of all the key players in the UK telecoms industry, this **Telecoms Trade** is widely recognised as a vital tool for finding telecoms channel partners.

Regularly updated

Using accurate information reduces waste and significantly improves your results and Return on Investment. **Telecoms Trade** is continually verified, to ensure the data is in tip-top condition for your campaign.

Targeted campaigns

With up to 15 key contacts in each company, including Health & Safety and Fleet decision makers, you can be certain of getting your message to the right person.

You can target by:

- Location
- Decision making responsibility
- Number of employees
- Industry sector or activity
- Site function
- Email addresses

... and telecoms activities:

- Telecoms dealer
- Telecoms consultancy
- Installers
- Equipment manufacturers
- Training
- Telecoms integrators
- Distributors
- Network services
- Mobile communications
- ... and much more

Fully compliant

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Quality guarantee

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Telecoms Trade - Licensing & Pricing

Single Campaign Use	12 Month Use Most popular	Eternal Use
Use as often as required Within 1 month	Use as often as required Within 12 months	Use as often as required Eternally
License Fee £200/1,000 records	License Fee £300/1,000 records Optional updates Available for additional fee	License Fee £400/1,000 records

Decision Makers Available

- Senior
- Financial
- Marketing
- Computing
- Sales
- Purchasing
- Telecommunications
- Human Resources
- Networking
- Health & Safety
- Fleet
- eCommerce
- Call Centre
- Customer Services
- Facilities

Data Attributes Available:

Contact name
Job title
Company name
Company address
Telephone number
No. of employees
Turnover
Trading activity
Email address
Web address



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Marketing & Media Trade

Well respected, UK data

If you are looking for companies and contacts working in the Marketing and Media industry, look no further! **Marketing & Media** Trade is a comprehensive database covering the largest to the very smallest of companies.

Regularly updated

Using accurate information reduces waste and significantly improves your results and Return on Investment. **Marketing & Media** Trade is continually verified, to ensure the data is in tip-top condition for your campaign.

Targeted campaigns

With up to 15 key contacts in each company, including Health & Safety and Fleet decision makers, you can be certain of getting your message to the right person.

You can target by:

- Location
- Decision making responsibility
- Number of employees
- Industry sector or activity
- Site function
- Email addresses

... and marketing activities:

- Advertising agency
- Design services
- Electronic marketing
- Broadcasters
- Publishers
- Telemarketing
- Promotional items
- Market research
- Public relations
- ... and much more

Fully compliant

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Quality guarantee

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Marketing & Media Trade - Licensing & Pricing

Single Campaign Use	12 Month Use Most popular	Eternal Use
Use as often as required Within 1 month	Use as often as required Within 12 months	Use as often as required Eternally
License Fee £200/1,000 records	License Fee £300/1,000 records Optional updates Available for additional fee	License Fee £400/1,000 records

Decision Makers Available

- Senior
- Financial
- Marketing
- Computing
- Sales
- Purchasing
- Telecommunications
- Human Resources
- Networking
- Health & Safety
- Fleet
- eCommerce
- Call Centre
- Customer Services
- Facilities

Data Attributes Available:

Contact name
Job title
Company name
Company address
Telephone number
No. of employees
Turnover
Trading activity
Email address
Web address



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Building & Construction Trade

Well respected, comprehensive data

Introduced over 15 years ago, the **Building & Construction** Trade file has complete coverage of the dynamic UK construction industry. If you deal with the Building and Construction trade, and you need to find new customers, this data resource is a MUST!

Regularly updated

Using accurate information reduces waste and significantly improves your results and Return on Investment. **Building & Construction** Trade is continually verified, to ensure the data is in tip-top condition for your campaign.

Targeted campaigns

With up to 15 key contacts in each company, including Health & Safety and Fleet decision makers, you can be certain of getting your message to the right person.

You can target by:

- Location
- Decision making responsibility
- Number of employees
- Industry sector or activity
- Site function
- Email addresses

... and construction activities:

- Civil engineers
- Commercial building
- Domestic Building
- Carpentry / Joinery
- Plumbing / HVAC
- Electrical / Security
- Roofing
- Flooring / Tiling
- Steel Fabrication
- ... and much more

Fully compliant

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Quality guarantee

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Building & Construction Trade - Licensing & Pricing

Single Campaign Use	12 Month Use Most popular	Eternal Use
Use as often as required Within 1 month	Use as often as required Within 12 months	Use as often as required Eternally
License Fee £200/1,000 records	License Fee £300/1,000 records Optional updates Available for additional fee	License Fee £400/1,000 records

Decision Makers Available

- Health & Safety
- Senior
- Financial
- Marketing
- Computing
- Sales
- Purchasing
- Telecommunications
- Human Resources
- Networking
- Fleet
- eCommerce
- Call Centre
- Customer Services
- Facilities

Data attributes available:

Contact name
Job title
Company name
Company address
Telephone number
No. of employees
Turnover
Trading activity
Email address
Web address



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Online Focus

Well respected, comprehensive data

If you sell services into users of online services, this file is for you! **Online Focus** covers organisations making significant use of eCommerce, and enables you to contact the real people behind the online brand.

Regularly updated

Using accurate information reduces waste and significantly improves your results and Return on Investment.

Online Focus is continually verified, to ensure the data is in tip-top condition for your campaign.

Targeted campaigns

With up to 15 key contacts in each company, including eCommerce and Customer Services decision makers, you can be certain of getting your message to the right person.

You can target by:

- Location
- Decision making responsibility
- Number of employees
- Industry sector or activity
- Site function
- Email addresses

... and online specifics:

- Has e-commerce site
- Selling physical products
- Use reputation services
- Blog size & frequency
- Members area
- Use a CMS
- CMS in use
- Media variety
- User experience
- 'Responsive' design
- ... and much more

Fully compliant

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Quality guarantee

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Online Focus - Licensing & Pricing

Single Campaign Use	12 Month Use Most popular	Eternal Use
Use as often as required Within 1 month	Use as often as required Within 12 months	Use as often as required Eternally
License Fee £400/1,000 records	License Fee £600/1,000 records Data updates Twice monthly £300/1,000 records	License Fee £800/1,000 records

Decision Makers Available

- eCommerce
- Customer Services
- Senior
- Financial
- Marketing
- Computing
- Sales
- Purchasing
- Telecommunications
- Human Resources
- Networking
- Health & Safety
- Fleet
- Call Centre
- Facilities

Full Online Focus Intelligence

Number of ways to pay	Real-world transparency
Has e-commerce site	Modern web techniques
Breadth of channels	Web technique complexity
Trade in other online shops	Website User Experience
Media variety	Website extent
Secure areas	Website payload size
CMS in use	Physical goods
Uses reputation services	Recruit through website
Apps available	Outsourced web design / development
Database driven	Mobile friendly
Server Type	Blogging
Cookie policy	Blog size & frequency
Likely to be hosted	

Focus Intelligence available at 50% surcharge



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Fleet Focus

Well respected, comprehensive data

If you need to find customers based on their vehicle and fleet usage, this is an invaluable resource! **Fleet** Focus covers over 80,000 sites and spans all industries. If your business is about vehicles, **Fleet** Focus is a vital companion.

Regularly updated

Using accurate information reduces waste and significantly improves your results and Return on Investment. **Fleet** Focus contact information is continually verified, to ensure the data is in tip-top condition for your campaign.

Targeted campaigns

With up to 15 key contacts in each company, including Fleet decision makers, you can be certain of getting your message to the right person.

You can target by:

- Location
- Decision making responsibility
- Number of employees
- Industry sector or activity
- Site function
- Email addresses

... and fleet specifics:

- Number of cars
- Number of vans
- Number of lorries
- Number of motorbikes
- Number of plant vehicles
- Number of taxis
- Number of buses

Fully compliant

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Quality guarantee

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Fleet Focus - Licensing & Pricing

Single Campaign Use	12 Month Use Most popular	Eternal Use
Use as often as required Within 1 month	Use as often as required Within 12 months	Use as often as required Eternally
License Fee £400/1,000 records	License Fee £600/1,000 records Optional updates Available for additional fee	License Fee £800/1,000 records

Decision Makers Available

- Fleet
- Senior
- Financial
- Marketing
- Computing
- Sales
- Purchasing
- Telecommunications
- Human Resources
- Networking
- Health & Safety
- eCommerce
- Call Centre
- Customer Services
- Facilities

Data Attributes Available:

Contact name	No. of employees
Job title	Turnover
Company name	Trading activity
Company address	Email address
Telephone number	Web address

Full Fleet Focus Intelligence

- Number of cars
- Number of vans
- Number of lorries
- Number of motorbikes
- Number of plant vehicles
- Number of taxis
- Number of buses

Focus Intelligence available at 50% surcharge



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Focus Lite

Huge, modelled IT usage data

Corpdata have invested 5 years of research and development into creating a modelled IT usage file with the accuracy you would expect from us. We engaged a Knowledge Transfer Partnership Associate to work with us and Plymouth University to deliver accurate modelling. He was also assisted by the University of Dortmund in Germany who he visited to gain specific data mining and modelling skills. The project lasted 3 years and the Associate then went on to work at the world leading high-energy particle physics laboratory, CERN in Switzerland.

Corpdata spent a further 2 years refining the modelling techniques and testing the models. Now we are confident the data provides you with fantastic outcomes. **Focus Lite** offers 5 banded numerical attributes.

Targeted campaigns

With up to 15 key contacts in each company, including IT decision makers, you can be certain of getting your message to the right person.

You can target by:

- Location
- Decision making responsibility
- Number of employees
- Industry sector or activity
- Email addresses

... and IT infrastructure specifics:

- Number of desktop computers
- Number of laptops
- Number of servers
- Number of computers in total
- Number of IT staff
- ... and much more

Fully compliant

Corpdata data fully complies with all personal data protection laws including GDPR.

Quality guarantee

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Focus Lite - Licensing & Pricing

Single Campaign Use	12 Month Use Most popular	Eternal Use
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License Fee £400/1,000 records	License Fee £600/1,000 records Optional updates Available for additional fee	License Fee £800/1,000 records

Decision Makers Available

- Computing
- Networking
- eCommerce
- Senior
- Financial
- Marketing
- Sales
- Purchasing
- Telecommunications
- Human Resources
- Health & Safety
- Fleet
- Call Centre
- Customer Services
- Facilities

Data Attributes Available:

Contact name	No. of employees
Job title	Turnover
Company name	Trading activity
Company address	Email address
Telephone number	Web address

Full Focus Lite Intelligence

Attributes:

Number of IT Staff
Number of Desktop Computers
Number of File Servers
Number of Laptops
Number of Computers Total

In the following bands:

A - 0	F - 26 to 50
B - 1	G - 51 to 100
C - 2 to 5	H - 101 to 250
D - 6 to 10	I - 250+
E - 11 to 25	

Focus Intelligence available at 50% surcharge



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Stock Market

Well respected, contact names in UK listed companies

These companies represent the powerhouse of the UK economy. Corpdata's **Stock Market** file enables you to identify the right contacts in them. Giving you access to many of the most influential business contacts in the UK, it may be a small file, but it packs a mighty economic punch!

Regularly updated

Using accurate information reduces waste and significantly improves your results and Return on Investment. **Stock Market** is continually verified, to ensure the data is in tip-top condition for your campaign.

Targeted campaigns

With up to 15 key contacts in each company, including senior and finance decision makers, you can be certain of getting your message to the right person.

You can target by:

- Location
- Decision making responsibility
- Number of employees
- Industry sector or activity
- Site function
- Email addresses

... and stock market specifics:

- Stock market standing
- Stock market name
- ISP in use

Fully compliant

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Quality guarantee

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Stock Market - Licensing & Pricing

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Use as often as required Within 1 month	Use as often as required Within 12 months	Use as often as required Eternally
License Fee £400/1,000 records	License Fee £600/1,000 records Optional updates Available for additional fee	License Fee £800/1,000 records

Decision Makers Available

- Senior
- Financial
- Marketing
- Computing
- Sales
- Purchasing
- Telecommunications
- Human Resources
- Networking
- Health & Safety
- Fleet
- eCommerce
- Call Centre
- Customer Services
- Facilities

Data Attributes Available:

Contact name
Job title
Company name
Company address
Telephone number

No. of employees
Turnover
Trading activity
Email address
Web address

Full Stock Market Intelligence

Stock market standing
Stock market name
Stock market capitalisation
Full contact details
Email and web address

Full Intelligence available at 50% surcharge



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