

Corpdata Product Portfolio



**INVESTORS
IN PEOPLE**

Call us on: 01626 777 400
www.corpdata.co.uk





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

With an average data age of just 94 days we are confident that our data is the best available. Quality procedure checks throughout our tele-research enables us to provide you with an unbeatable quality guarantee*.

Quality Guarantee

If your clients find they have any company or contact gone-aways we will replace them with a '2 for 1 DOUBLE YOUR MONEY BACK QUALITY GUARANTEE'*.

Same Day Delivery

Providing your clients with the data they want, when they want, is of utmost importance to us. This is why we will turn-around your data analysis and list proposals and deliver your data requests on the same day!

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!

* Email address are not covered by our data guarantees due to higher than normal decay rates and bounces caused by reasons other than data quality.



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.

Our priority is getting your campaign to the right person.

We all know data isn't static, it's changing all the time. Here are 3 facts about UK data changes in just 1 year:

- 1.25 million postcodes change
- 175,000 people of working age die
- 250,000 businesses cease trading

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

Corpdata only research data from our UK based call-centre. This means data is verified by native English speakers who are entirely familiar with the vagaries and nuances of the language. Standards are strictly upheld using comprehensive ongoing training, and sophisticated IT systems.

Records are researched on a rolling 6 month cycle meaning that Corpdata can boast an average data age of just 94 days.

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.

Simply, we do the job as it should be done.

Call us now, let's explore how we can help you: **01626 777 400**





UK B2B Data

This pack contains useful information that will help you find the most suitable database for each of your campaigns.

Benefits of Corpdata

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Same Day Delivery

Providing you with the data you want, when you want, is of utmost importance to us. This is why we will turn-around your data analysis and list proposals and deliver your data requests on the same day!

Unlike other data providers, Corpdata are serious about quality. Each research operator undergoes a rigorous 3-month training programme before working on the data you use. As high quality and accurate marketing information is key to the success of any marketing campaign, all data is researched in-house. This ensures every record is updated a minimum of twice a year, making the average age of each record just 94 days.

With up to 13 Decision Makers per site you can be sure of getting your campaigns to the right people.

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Corpdata Files at a Glance

Corpdata has built a reputation for quality and accuracy that is the envy of the UK data industry. Corpdata offers a range of products specifically created to satisfy the needs of UK business marketers.

Corpdata proudly presents our 4 classes of products:

1. UK Business databases

Covering almost all of the UK's actively trading organisations

- Corpdata Business Premium
- Corpdata Universal

2. Trade databases

Comprehensive files covering every supplier and service provider in the trade and offering enhanced targeting based on product and service niche sectors:

- IT Trade
- Telecoms Trade
- Marketing & Media Trade
- Building & Construction Trade

3. Focus databases

Detailed databases of the UK's most significant users of products and services in specific sectors with extensive information about the infrastructure and installations in use:

- IT Focus
- Telecoms Focus
- Fleet Focus
- Call Centre Focus

4. Specialist databases

Databases for very specific audiences:

- Stock Market 350

Corpdata Files / at a Glance

UK Business Database A comprehensive B2B database covering all industries. Each record holds up to 13 key decision making contacts.

Trade databases:

IT Trade: A comprehensive file of the UK's IT services companies with unique sub-sectors enabling you to access Resellers, Software Publishers, IT Consultants and many more.

Telecoms Trade: Containing Telecoms services companies with unique sub-sectors enabling you to access Dealers, Least Cost Routers, Mobile Operators and many more.

Marketing & Media Trade: In much the same vein as the other Trade files, this database offers a full list of the UK's Marketing & Media community with unique sub-sectors enabling you to access Advertising Agencies, Publishers, Design Services and many more.

Building & Construction Trade: New in 2007, providing unrivalled targeting to specific groups within the industry including: Civil Engineers, Commercial Building, Electrical/Security, Roofing and many more.

Focus databases:

IT Focus: Incorporates some of the largest blue-chip organisations currently trading in the UK and reports an in-depth analysis of IT hardware and software used on site. This file is truly comprehensive from the number of PC's to accounts software in use. Available across any industry sector, this data can be combined with any of our standard selections.

Telecoms Focus: Provides a detailed database of the Telecoms usage within companies throughout the UK. The file allows thorough identification of Telecoms usage, ranging from a company's Mobile Phone Spend, through to the make of PABX. As with the IT Focus, this is also available across any industry sector and can be combined with any of our standard selections.

Fleet Focus: Introduced in 2006, and comprising of current Fleet buying contacts throughout the UK. This file holds valuable information, detailing the size of the Fleet and any combination of vehicles.

Call Centre Focus: Bred from the success of the Telecoms Focus list, this stand-alone database provides unrivalled detailed Call Centre technology breakdowns. It also contains information on the Call Centre Type and Data Record Method.

Specialist databases:

Stock Market File: Consisting of the top 350 stock market performers, every record is supplied with the Senior decision maker at each company as standard and also Marketing, IT, Finance and HR decision makers, giving you access to over 1,500 of the most powerful contacts.

Decision makers:

All files can be supplied with any or all of the following decision makers where available: Senior, Financial, Marketing, IT, Sales, Purchasing, Telecoms, Personnel, Networking, Fleet, Health and Safety, Customer Services and Call Centre.

Targeting options:

Each file is highly targetable by:

- Number of employees
- Email address
- Internet address
- Turnover
- Fax number
- Trading activity
- Industry sector
- SIC codes
- Number of sites
- Legal status
- Site type
- ... and more





Corpdata Business Premium

The Corpdata Business Premium is the 'crème de la crème' of large coverage UK B2B files.

Business Premium consists of 300,000 of the top businesses with almost universal coverage of organisation with more than 25 employees.

Each organisation has up to 13 different named decision making contacts and the detailed

information available enables you to perfectly target the right person in the right company.

Exceptionally high quality, up to date and detailed information is guaranteed when you choose Corpdata Business Premium, all records are researched on a continuous cycle, meaning the data you use is guaranteed to be accurate, saving you wasted money and effort.

Targeting Possibilities:

Geographic
Decision Maker
Employee Size
Industry
Head Offices
Email Addresses
and more ...



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Licensing & Pricing / **Corpdata** Business Premium

Single Use	Rolling License	12 Month License
Contact name Job title Company name Company address	Contact name Job title Company name Company address Telephone number No. of employees Turnover Trading activity Email address Web address	Contact name Job title Company name Company address Telephone number No. of employees Turnover Trading activity Email address Web address
Single mailing campaign only	Unlimited use during license term	Unlimited use for 12 months
Initial: £140/1,000 records No Rolling Monthly	Initial: £150/1,000 records Rolling: £35/1,000 records per month	Initial: £450/1,000 records No Rolling Monthly

Decision Makers Available

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



IT Trade

A comprehensive database of the UK's IT suppliers and service providers, the Corpdata IT Trade file is indispensable if you need to reach the channel.

Corpdata's first and longest standing product still has a reputation for outstanding quality and accuracy. You are able to target data by

geography and size, but also by channel activities, such as VAR, or Systems Integrator.

With up to 13 decision making contacts at each site, choosing records from this file gives your campaign a huge boost.

Targeting Possibilities:

IT dealer	IT distributors	Geographic
Hardware maintenance	IT manufacturers	Decision Maker
IT VARs	Systems assemblers	Employee Size
IT Consultants	IT peripherals	Head Offices
Systems integrators	IT training	Email Addresses
Software publishers	Network services	
IT retailers	Internet service	
Programming services	Providers (ISPs)	



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Licensing & Pricing / IT Trade

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Decision Makers Available

- Senior
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- Marketing
- Computing
- Sales
- Purchasing
- Telecommunications
- Human Resources
- Fleet
- Health & Safety
- Networking



IT Focus

Incorporates some of the largest blue-chip organisations currently trading in the UK and provides an in-depth analysis of IT hardware and software used on site. From number of PC's to accounts software used. The IT Focus database is a rich resource.

Offering vast targeting possibilities, the IT Focus file is widely recognised as the definitive guide to UK IT deployments, and if you are seeking significant IT users with a qualified interest in your products and services, it should form a key component of your plans.

Targeting Possibilities:

- Geographic
- Decision Maker
- Employee Size
- Head Offices
- Industry
- Email Addresses
- Company Activity

Hardware

- Total number of computers on site
- Total number of laptops on site
- Total number of file servers on site

Usage Details

- ISP in use
- Total number of IT staff on site
- Use Cloud Services
- Sell Products or Services Online
- Outsource Web Development
- Outsource Software Development
- Outsource Database Services
- Outsource Hardware Maintenance

Licensing & Pricing / IT Focus

Single Use	Rolling License	12 Month License
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Decision Makers Available

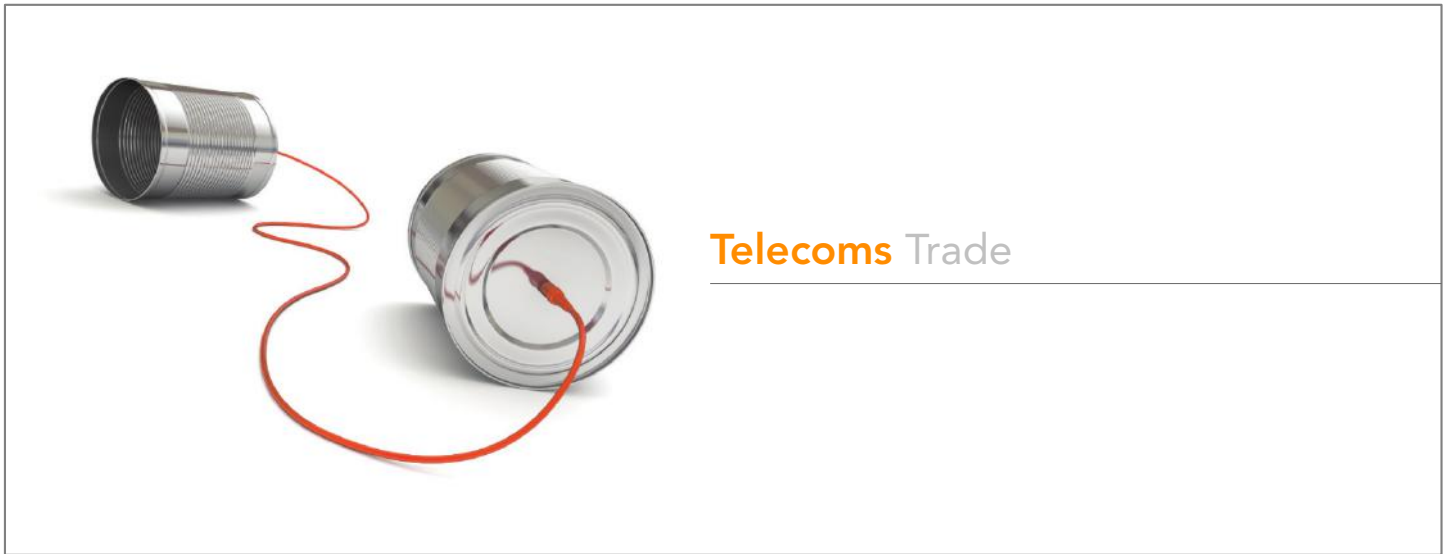
- Senior
- Financial
- Marketing
- Computing
- Sales
- Purchasing
- Telecommunications
- Human Resources
- Fleet
- Health & Safety
- Networking

Full IT Focus Intelligence

No. of Desktop Computers
No. of Portable Computers
No. of Servers
No. of IT Staff
ISP's used
Use Cloud Services
Sell Products or Services Online

Outsource Web Development
Outsource Software Development
Outsource Database Services
Outsource Hardware Maintenance

Focus intelligence available at 50% surcharge



Telecoms Trade

With comprehensive coverage of all the key players in the UK telecoms industry, this database has become recognised as a vital part of finding telecoms channel partners.

Having started by becoming the UK's premiere supplier of data about the IT industry, it was natural that Corpdata should move towards the telecoms industry also. The convergence of IT and telecoms has further highlighted Corpdata's pedigree.

This file boasts the exceptional quality and accuracy you would expect from Corpdata, all telephone researched with an average data age of just 94 days. With refined targeting, from general elements such as geography and size, to detailed targeting of channel activities, and up to 13 decision makers to choose from you can be sure to get your message to the right person.

Targeting Possibilities:

Telecoms dealer	Mobile Comms	Geographic
Telecoms VARs	Telecoms svc provider	Decision Maker
Telecoms integrator	Telecoms Instalation	Employee Size
Telecoms distributor	Telecoms consultancy	Head Offices
Telecoms retailer	Telecoms training	Email Addresses
Telecoms OEM	Lest cost routing	
Telecoms manufacturer	Telecoms peripherals	
Telecoms networking		
Radio		



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Decision Makers Available

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- Computing
- Sales
- Purchasing
- Telecommunications
- Human Resources
- Fleet
- Health & Safety
- Networking



Telecoms Focus

Derived from telephone research and with an average data age of just 94 days, the Telecoms Focus product is an invaluable guide for anyone marketer in the telecoms industry. It boasts coverage of the telecoms infrastructure of many of the UK's largest telecoms users including size

of installation, technologies used and telecoms spend.

With accurate information for the contact details of the Telecoms Decision Maker, you are certain for getting your message to the right person.

Targeting Possibilities:

Geographic
Decision Maker
Employee Size
Head Offices
Industry
Email Addresses

Mobile

Number of mobile handsets on site
Quarterly mobile spend

Call Centre

Types of call centre on site
Number of call centre seats on site

PABX Switch

PABX installed on site
PABX brand and model

Fixed Wire

Number of fixed wire lines on site
Fixed wire quarterly spend

Usage Details

Use Voice Over IP (VOIP)
Use online conferencing (e.g. Skype)
Use smartphones
Use premium rate numbers
Use non-geographic numbers
Use freephone numbers



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Licensing & Pricing / Telecoms Focus

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Decision Makers Available

- Senior
- Financial
- Marketing
- Computing
- Sales
- Purchasing
- Telecommunications
- Human Resources
- Fleet
- Health & Safety
- Networking

Full Telecoms Focus Intelligence

No. of fixed wire lines	Use Voice Over IP
Fixed wire quarterly spend	Use online conferencing
No. of mobiles on site	Use smartphones
Mobile quarterly spend	Use premium rate numbers
PABX type	Use non-geographic numbers
PABX age	Use freephone numbers
Type of call centre	
No. of call centre seats	

Focus intelligence available at 50% surcharge



Marketing & Media Trade

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

Naturally it is of Corpdata's highest quality and accuracy standards, and every record is

researched on a rolling cycle, going to ensure you always use accurate data.

Offering detailed information about the niche products and services provided by each organisation, you are easily able to target your campaign. And with up to 13 contacts at each site, you can be confident of getting your message to the people that matter

Targeting Possibilities:

Advertising agency	Exhibitions	Geographic
Design services	List rental	Decision Maker
Direct mail	Marketing consultancy	Employee Size
Display services	Market research	Head Offices
Electronic marketing	Promotional items	Email Addresses
Broadcasters	Public relations	
Film makers	Publicity	
Publishers	Telemarketing	
International services	Internet services	
Database services		



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Decision Makers Available

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- Telecommunications
- Human Resources
- Fleet
- Health & Safety
- Networking



Building & Construction Trade

This database is one of Corpdata's more recent additions introduced in 2007. It has complete coverage of the dynamic UK construction industry and enables you to pinpoint the specialist areas of work undertaken by the organisations, from roofing to landscaping.

Every record is telephone researched, on a rolling cycle to ensure it is always accurate. If

you deal with the Building and Construction trade, and you need to find new customers, this data resource is a MUST!

With up to 13 contacts, including Health & Safety and Fleet decision makers, you can be certain of getting your message to the right person.

Targeting Possibilities:

Civil engineers	Flooring / Tiling	Geographic
Commercial building	Windows / Doors	Decision Maker
Domestic Building	Plastering / Artexing	Employee Size
Landscaping	Painting / Decorating	Head Offices
Carpentry / Joinery	General Building	Email Addresses
Brick / Block / Masonry	Steel Fabrication	
Plumbing / HVAC	Materials Manufacturer	
Electrical / Security	Material Supplier	
Roofing	Plant / Tool Hire	
Foundations /	Specialist Services	
Groundwork		



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Licensing & Pricing / Building & Construction Trade

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Decision Makers Available

- Health & Safety
- Fleet
- Senior
- Financial
- Marketing
- Computing
- Sales
- Purchasing
- Telecommunications
- Human Resources



Fleet Focus

The Fleet Focus database was launched in response to significant demand from our customers. It is built upon our trademark outstanding data quality and is guaranteed to be accurate through continuous telephone research.

The file details the Fleet decision maker, together with which types and quantities of vehicles are operated by the organisation.

Corpdata's Fleet Focus data has a huge coverage of over 30,000 sites and spans all industries, if your business is about vehicles, Fleet Focus is a vital companion.

Targeting Possibilities:

Geographic
Decision maker
Employee size
Industry
Head Office
Activity

Number of cars
Number of vans
Number of lorries
Number of motorbikes
Number of plant vehicles
Number of taxis
Number of Buses



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Licensing & Pricing / Fleet Focus

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Decision Makers Available

- Fleet
- Senior
- Financial
- Marketing
- Computing
- Sales
- Purchasing
- Telecommunications
- Human Resources
- Health & Safety
- Networking

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



Call Centre Focus

Corpdata's Call Centre Focus offers almost universal coverage of call centres in the UK. The data is all maintained at Corpdata's exceptional quality through continuous telephone research guaranteeing you excellent responses from your marketing.

The file contains information about the call-centre operations, from size to types of work, and offers Call Centre and Customer Service decision maker contact information. If your target market includes Call or Contact centres Call Centre Focus is an invaluable resource.

Targeting Possibilities:

- Geographic
- Decision Maker
- Employee Size
- Head Offices
- Industry
- Email Addresses
- Company Activity

Scale

- Number of seats
- Geographical regions covered
- Languages used

Technology

- Interactive voice response
- Automatic call distributor
- Computer telephony integration
- Web enabled status

Staffing

- % Full time permanent
- % Full time contract
- % Part time permanent
- % Part time contract
- % Appointment making

... and more



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Decision Makers Available

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

Full Call Centre Focus Intelligence

Number of seats	Automatic call distributor
% Inbound	Web enabled status
% Outbound	% Full time permanent
Number of UK call centres	% Full time contract
Total number of seats	% Part time permanent
Geographical region covered	% Part time contract
Language used	% Appointment making
Main telecoms provider	% Response handling
Switchboard in use	% Marketing
Interactive voice response	% Customer service
Computer telephony integration	% Helpdesk
	% By computer
	% By paper

Focus intelligence available at 50% surcharge



Stock Market

The Stock Market file is built around companies listed on the the London Stock Exchange, and head-quartered in the UK. These companies represent the powerhouse of the UK economy, and the file enables you to identify the right contacts in them.

Corpdata's Stock Market file provides 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!

Targeting possibilities

- Geographical location
- Decision maker
- Head office
- Industry
- Employee size
- Company activity



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Licensing & Pricing / Stock Market File

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Initial: £280/1,000 records No Rolling Monthly	Initial: £300/1,000 records Rolling: £70/1,000 records per month	Initial: £780/1,000 records No Rolling Monthly

Decision Makers Available

- Senior
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- Computing
- Sales
- Purchasing
- Telecommunications
- Human Resources
- Health & Safety
- Networking
- Fleet
- eCommerce

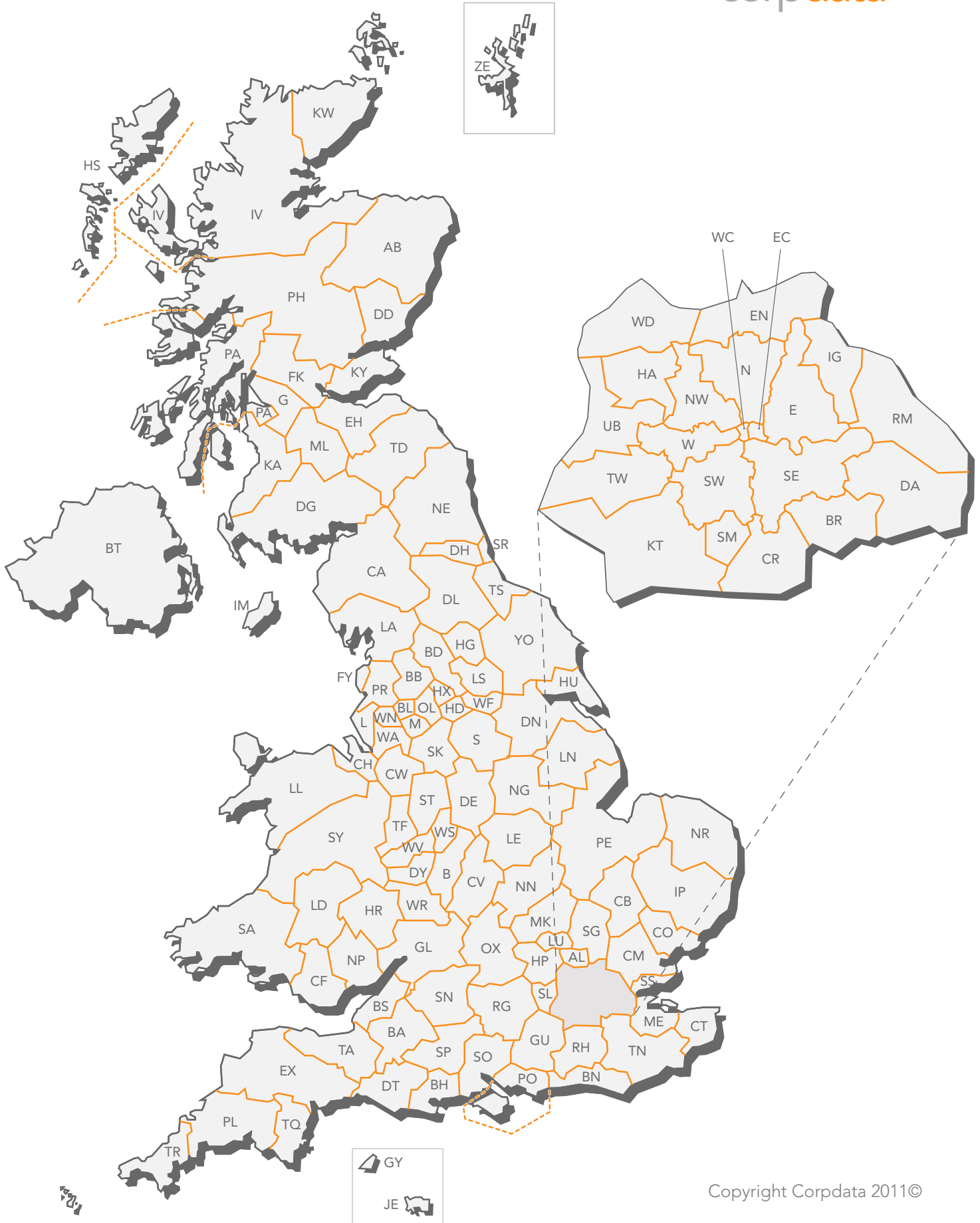
Full Stock Market File Intelligence

Attributes:

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

Full intelligence available at 50% surcharge

Postcode Map

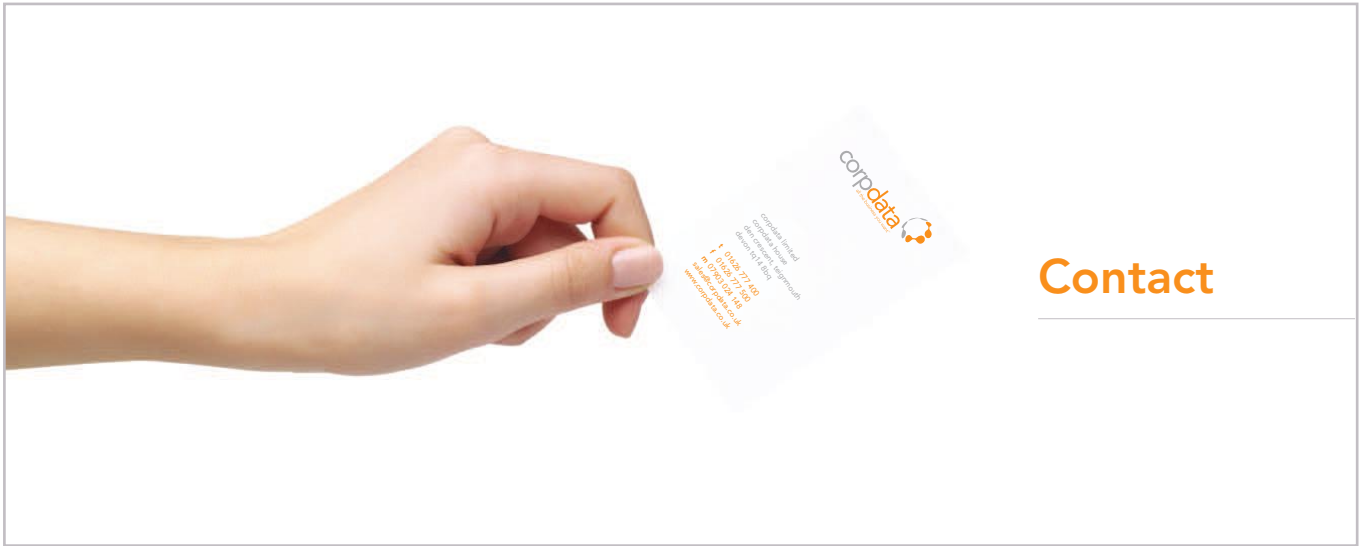


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UK Postcode List

AB	Aberdeen	HA	Harrow	PO	Portsmouth
AL	St Albans	HD	Huddersfield	PR	Preston
B	Birmingham	HG	Harrogate	RG	Reading
BA	Bath	HP	Hemel Hempstead	RH	Redhill
BB	Blackburn	HR	Hereford	RM	Romford
BD	Bradford	HS	Western Isles	S	Sheffield
BH	Bournemouth	HU	Hull	SA	Swansea
BL	Bolton	HX	Halifax	SE	South East London
BN	Brighton	IG	Ilford	SG	Stevenage
BR	Bromley	IM	Isle of Man	SK	Stockport
BS	Bristol	IP	Ipswich	SL	Slough
BT	Belfast	IV	Inverness	SM	Sutton
CA	Carlisle	JE	Jersey	SN	Swindon
CB	Cambridge	KA	Kilmarnock	SO	Southampton
CF	Cardiff	KT	Kingston upon Thames	SP	Salisbury
CH	Chester	KW	Kirkwall	SR	Sunderland
CM	Chelmsford	KY	Kirkcaldy	SS	Southend on Sea
CO	Colchester	L	Liverpool	ST	Stoke on Trent
CR	Croydon	LA	Lancaster	SW	South West London
CT	Canterbury	LD	Llandrindod Wells	SY	Shrewsbury
CV	Coventry	LE	Leicester	TA	Taunton
CW	Crewe	LL	Llandudno	TD	Galashiels
DA	Dartford	LN	Lincoln	TF	Telford
DD	Dundee	LS	Leeds	TN	Tunbridge Wells
DE	Derby	LU	Luton	TQ	Torquay
DG	Dumfries	M	Manchester	TR	Truro
DH	Durham	ME	Medway	TS	Cleveland
DL	Darlington	MK	Milton Keynes	TW	Twickenham
DN	Doncaster	ML	Motherwell	UB	Southall
DT	Dorchester	N	North London	W	West London
DY	Dudley	NE	Newcastle upon Tyne	WA	Warrington
E	East London	NG	Nottingham	WC	West Central London
EC	East Central London	NN	Northampton	WD	Watford
EH	Edinburgh	NP	Newport	WF	Wakefield
EN	Enfield	NR	Norwich	WN	Wigan
EX	Exeter	NW	North West London	WR	Worcester
FK	Falkirk	OL	Oldham	WS	Walsall
FY	Blackpool	OX	Oxford	WV	Wolverhampton
G	Glasgow	PA	Paisley	YO	York
GL	Gloucester	PE	Peterborough	ZE	Lerwick
GU	Guildford	PH	Perth		
GY	Guernsey	PL	Plymouth		





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Customer testimonials

"I have always found Corpdata to be professional, efficient and customer centric. As a manager of a Lead Generation team, the quality of the data that we purchase is paramount - it significantly impacts upon the effectiveness of our campaigns. Corpdata provide us with high quality data, specifically filtered to match the requirements of the campaign that we are running.

Corpdata have brought value to my team and the business not only by data provision but also by keeping us informed on developments within data management regulations - the changes to the Data Protection Act being a prime example.

When approached by a number of our partners who were looking for a reliable data provider, I immediately recommended Corpdata as I knew that they would receive first class customer service. Due to this we will continue to refer people to you."

Microsoft

"With larger data companies your business is perhaps less important to them - you feel like a number. With Corpdata we received a better quality of account management input and a deeper understanding of your business – they contributed more."

Talk Talk

"I asked around for a good quality source for business data and the name that kept popping up was Corpdata."

Corporate Telecommunications

"Using Corpdata's IT Focus File, Concise IT have generated £276,653 worth of business from the data we have used. This year we're confident this figure will increase to £450,000 in total generated turnover. This equates to a return on investment of £64 for every £1 spent."

Concise IT

"Having previously used external telesales agencies it was imperative that we received expert consultancy and advice to ensure the end result was a correctly targeted database. Corpdata were able to provide exactly what we required in a speedy and courteous manor."

Not only were our expectations exceeded, but the quality of the data ensured we received a high response rate and secured several appointments."

Samsung

"From Corpdata's data we received an order worth £55,000 from a company that was not even identified by our previous data supplier!"

Viking Management Systems Ltd

"Good clean targeted data is essential to our future growth & success. Corpdata understand this requirement and their proactive staff helped us every step of the way."

Creation Greetings

"Corpdata's information is extremely accurate and up-to-date, which of course has helped us get the most from our direct marketing activities."

Institute of Sales & Marketing Management

"Over the past 4 years, Corpdata has been an integral part in the success and growth of Star Internet. Their understanding of how data can be utilised to improve a business has been invaluable when both implementing our business development and to ensure our continued growth. Their customer service combined with unmatched data quality and service means we would not hesitate in recommending them."

Star Internet

"I have been using Corpdata for years and they never let me down. Their data is always excellent but more importantly they really care about my results. The consultants are knowledgeable and they ask those interesting questions that enable you to arrive at a creative and productive business solution. I would thoroughly recommend them."

Impact IT Ltd

"In my opinion anyone who is serious about prospecting should be using Corpdata."

Calls That Count

