

DECISION MAKERS: IT

27,000 Contacts



Description

Extensively researched, this file has been built in order to identify specific named contacts responsible for Information Technology and Computing decisions across UK businesses.

This file covers IT Directors and Managers, Network Specialists, Computer Systems managers and many more. Postal, telemarketing and email contact channels are all available.

Data is pooled from a variety of sources including directory information, membership bodies, and Companies House data; together with desk, telephone and web research. Aggregating data from a number of sources creates a larger file, and also allows for greater verification. The files are updated and cleaned on a monthly basis to ensure maximum deliverability.

As a member of the UK Direct Marketing Association, we adhere to its Best Practice guidelines on data hygiene. Data is cleaned against standard industry suppression files, and telephone numbers are run against the Telephone Preference Service file prior to supply. Email data, where we supply it, is collected on an opt-in basis. We offer delivery guarantees on all contact channels and will refund the costs of any data which falls below our acceptability thresholds.

This data set can be linked to our main B2B file, enabling the selection of other decision makers to complement these contacts, or to select another senior contact where no IT contact is available for an organisation.

These contacts will be receptive to a wide range of offers, including those specific to their areas of expertise – together with more general promotions such as subscriptions and publishing, membership organisations, recruitment offers and corporate hospitality.

Available Selections

| | |
|---------------|------------------|
| Business Type | Geography |
| SIC Code | Email Address |
| Employee Band | Telephone Number |
| Turnover | |

Postal Data Costs

| | |
|-------------------|-------------------|
| Single Use | £130 per thousand |
| 12 Months Lease | £250 per thousand |
| Outright Purchase | £350 per thousand |

Broker Commission 20%

Selection Costs

| | |
|-------------------|------------------|
| Email Address | £70 per thousand |
| Telephone Numbers | £20 per thousand |
| Other Selections | £10 per thousand |

Output & Delivery

| | |
|---------------|--------------------|
| Email | £10 |
| CD-ROM | £50 |
| S/A Labels | £25 per thou + P&P |
| Delivery Time | 2-3 working days |

Minimum data order value: £250

All costs exclude VAT

DMA List Warranty No: 003692

All lists are seeded to detect unauthorized use.
Orders are subject to our Terms & Conditions.



For more details call **0844 736 2512**
or email **think@thinking-data.co.uk**

DECISION MAKERS: IT Breakdown



Sector Coverage *number of companies*

| | |
|---------------------------------|-------|
| Agriculture, Forestry & Fishing | 90 |
| Construction | 636 |
| Education & Training | 2,455 |
| Financial Services | 562 |
| Hospitality & Catering | 231 |
| Information Technology | 5,563 |
| Manufacturing | 4,000 |
| Mining & Quarrying | 56 |
| Other Business Activities | 3,058 |
| Other Services | 482 |
| Public Sector | 876 |
| Real Estate | 552 |
| Recreation, Culture & Sports | 507 |
| Rentals | 117 |
| Retail | 1,064 |
| Transport & Communications | 910 |
| Utilities | 120 |
| Wholesale | 861 |

Turnover Bands *number of companies*

| | |
|----------------------------|-------|
| Under £50,000 | 234 |
| £50,000 to £100,000 | 233 |
| £100,000 to £250,000 | 480 |
| £250,000 to £500,000 | 344 |
| £500,000 to £1,000,000 | 655 |
| £1,000,000 to £5,000,000 | 5,477 |
| £5,000,000 to £10,000,000 | 2,518 |
| £10,000,000 to £20,000,000 | 1,792 |
| £20,000,000 to £50,000,000 | 1,577 |
| £50,000,000 and over | 1,249 |

Regions *number of companies*

| | |
|------------------------|-------|
| Central London | 3,117 |
| Central Southern | 3,206 |
| Channel Islands | 80 |
| East Anglia | 1,945 |
| East Midlands | 1,488 |
| Home Counties | 1,735 |
| North West | 2,702 |
| Northern Ireland | 517 |
| Outer London | 1,075 |
| Scotland | 1,641 |
| South East | 1,281 |
| South West | 1,299 |
| Wales & Borders | 940 |
| West Midlands | 1,925 |
| Yorkshire & North East | 2,875 |

Employees *number of companies*

| | |
|----------------------|-------|
| 1 to 5 Employees | 6,268 |
| 6 to 10 Employees | 1,290 |
| 11 to 20 Employees | 2,315 |
| 21 to 30 Employees | 2,180 |
| 31 to 50 Employees | 3,523 |
| 51 to 100 Employees | 4,568 |
| 101 to 200 Employees | 3,144 |
| 201 to 300 Employees | 1,036 |
| 301 to 500 Employees | 793 |
| 501 and over | 693 |

Channels *number of contacts*

| | |
|-------------------|--------|
| Postal | 27,170 |
| Telephone Numbers | 17,061 |
| Email Addresses | 15,909 |

*The above counts are liable to change.
Please call us on **0844 736 2512** for more detailed counts and breakdowns.*