

DECISION MAKERS: MARKETING & SALES

61,000 Contacts



Description

Representing the fruits of extensive research, this file is designed to identify specific named contacts responsible for marketing and sales decisions across UK businesses.

This file covers Marketing and Sales contacts, Public Relations specialists, Brand 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 marketing or sales 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: MARKETING & SALES Breakdown

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Sector Coverage *number of companies*

Agriculture, Forestry & Fishing	345
Construction	2,265
Education & Training	1,190
Financial Services	1,051
Hospitality & Catering	1,322
Information Technology	2,740
Manufacturing	11,757
Mining & Quarrying	108
Other Business Activities	5,615
Other Services	1,554
Public Sector	1,357
Real Estate	1,584
Recreation, Culture & Sports	1,669
Rentals	651
Retail	6,147
Transport & Communications	2,826
Utilities	383
Wholesale	3,395

Turnover Bands *number of companies*

Under £50,000	398
£50,000 to £100,000	550
£100,000 to £250,000	1,716
£250,000 to £500,000	1,856
£500,000 to £1,000,000	3,034
£1,000,000 to £5,000,000	14,752
£5,000,000 to £10,000,000	4,788
£10,000,000 to £20,000,000	2,919
£20,000,000 to £50,000,000	2,120
£50,000,000 and over	1,945

Regions *number of companies*

Central London	5,646
Central Southern	6,332
Channel Islands	111
East Anglia	4,163
East Midlands	3,515
Home Counties	3,330
North West	5,980
Northern Ireland	1,039
Outer London	1,869
Scotland	3,333
South East	2,732
South West	2,805
Wales & Borders	2,064
West Midlands	4,541
Yorkshire & North East	6,101

Employees *number of companies*

1 to 5 Employees	12,100
6 to 10 Employees	7,624
11 to 20 Employees	9,164
21 to 30 Employees	5,599
31 to 50 Employees	6,627
51 to 100 Employees	6,014
101 to 200 Employees	3,060
201 to 300 Employees	1,043
301 to 500 Employees	901
501 and over	872

Channels *number of contacts*

Postal	61,652
Telephone Numbers	42,581
Email Addresses	34,507

The above counts are liable to change.

*Please call us on **0844 736 2512** for more detailed counts and breakdowns.*

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