



Database Development & Profiling



Identify. Target. Talk.

Accurate and current data is paramount for your campaign to be a success. At CPB we take great care in obtaining the most up to date information on your prospects. After information is gathered we profile the data to enable you to target your message to a very specific person, be that by role, position or interest.

Once this list has been created only then will we supply you with the data.

This type of assignment usually falls into one of two categories:

Tier One

Where the information required can be gathered from a switchboard or web research, e.g.:

- Name, address & post code
- Type of business
- Name of IT Director

Tier Two

Where a specific person or department has to be contacted for information, e.g.:

- Number of seats on network
- Database software
- Incumbent supplier

Typical Objectives

- To build or refresh a database for future marketing activity
- To augment an existing database with additional information
- To segment a database

Method

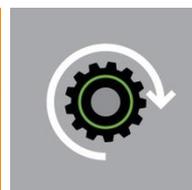
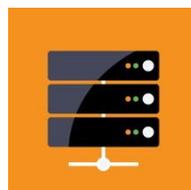
A client's target list will be matched against CPB's ProspectaBase to establish how much of the required data has already been captured in the recent past. This will reduce the overall time taken to complete the exercise and thereby minimise costs.

Websites for the targeted organisations are checked for the required data, as are any pertinent reference sites (i.e. Yell) and social media (i.e. LinkedIn)

The targeted organisation will be called and detail captured as per Tier One or Two above.

Reporting

- Data captured is exported to our clients on an Excel spreadsheet
- Records will be given a status such as Full Completion, Partial Completion or Refusal
- An activity report can also be supplied to indicate how resource has been applied to the assignment



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How many records can be profiled?

Tier One

Where all information to be captured is usually gathered from the switchboard or web site. Typically information such as:

- Name, address & post code
- Type of business
- Employee count
- Name of IT Manager/Director

Assuming that the original target data is accurate, 40-50 completions should be achievable in each telemarketer day.

450 records would therefore need c. 10 x telemarketer days to complete.

Tier Two

Where we have to go beyond the switchboard, typically to the IT Department, to capture IT specific information such as:

- Number of seats on network
- Database software
- Incumbent supplier
- Back up software

Assuming that the original target data is accurate, 20-30 completions should be achievable in each telemarketer day.

450 records would therefore need c. 18 x telemarketer days to complete.

Completions

Assignment completions will be a mixture of the following categories:

- Full – all information captured
- High – most information captured
- Partial – some information captured
- Refusal – information denied
- Dead – untraceable



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