



## ProspectaBase



### ... Intelligence for successful IT marketing to SME & corporate organisations

ProspectaBase at a glance:-

**:: UK Specific**

Records can be selected by region, post code and business type.

**:: Details on 93%+ of SME / Corporate Organisations**

Figures published by the Office of National Statistics indicate that there are around 23,000 organisations in the UK with 100+ employees (companies & public sector entities). ProspectaBase has 19,500 organisations with 100+ network users, within an overall database of 350,000 records.

**:: Contact Details**

Precise contact data on 90,500 Senior IT executives.

**:: Features of the IT Infrastructure**

ProspectaBase contains information on key aspects of an organisation's IT installation, such as database platform, total data stored and number of users on their network, plus many other searchable criteria.

**:: CTPS Checked**

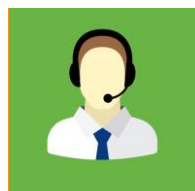
ProspectaBase is wholly owned by CPB UK Ltd, a licensed CTPS agent. All telephone numbers are therefore automatically checked against the current register of cold calling exclusions.

**:: DMA Compliant**

Regular checks are carried out at CPB by the Direct Marketing Association for compliance with current regulations and the DMA's own best practice.

**:: Maintained In-House**

The data is continually updated by CPB's internal team of telemarketers. ProspectaBase is NOT reliant upon traditional sources of data, such as circulation and registration lists, which quickly become stale and are typically riddled with inappropriate contacts.



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