DATASHEET

CPB UK

IT DATA

LEAD GENERATION | MARKETING SOLUTIONS | IT DATA

CONTENTS

01 Data Intelligence

02 Data Enrichment

03 Take a Look Inside

04 Request a Data Sample

1. DATA INTELLIGENCE

CPB UK, in partnership with ProspectaBase provides you with access to the leading IT industry database for all your end user and channel data intelligence needs. ProspectaBase is a powerful tool designed for the IT channel, with a clear goal of helping technology businesses connect to target IT stakeholders.

With access to 360,000+ B2B contacts, across 115,000+ UK&I organisations, ProspectaBase offers unparalleled audience segmentation capabilities for defining your addressable market.

12-month unlimited usage licensing, allows you to maximise your data intelligence for the duration, to be used across your outreach method of choice.

COMPANY SEGMENTATION

- Define your audience demographics:
  - Vertical(s)
  - Size of organisation (by network users, data volume, server count volume or number of sites)
  - Geography

CONTACT SEGMENTATION

- Define your ideal buyer personas:
  - Budget stakeholders / decision makers
  - Budget influencers
  - Specific job titles relating to your topic area, i.e. IT Security, DevOps, DBA etc

TECHNOLOGY SEGMENTATION

- Define your technology installation preferences (if applicable):
  - Data centre
  - IT Security
  - Cloud
  - Networking
  - Telecoms

2. DATA ENRICHMENT

PureData
YOUR IT DATA PARTNER

Our data enrichment service, PureData, is designed to clean up your existing data sources, by enriching your audience with current company details, accurate buyer persona credentials and intelligence on the business' current IT installation investments. We provide you with a solid foundation for success across your sales and marketing strategies.

PUREDATA COMPANY & CONTACT PROFILE

Update your existing database with current and accurate credentials to maximise your data investment:

- Contact name
- Job title
- Email address
- Mobile number / direct dial
- Additional / relevant IT buyer personas per target account

PUREDATA INSTALLATION ENRICHMENT

Gain understanding and visibility of what your existing database already has installed across its IT environment:

- Data centre
- IT Security
- Cloud
- Networking
- Telecoms

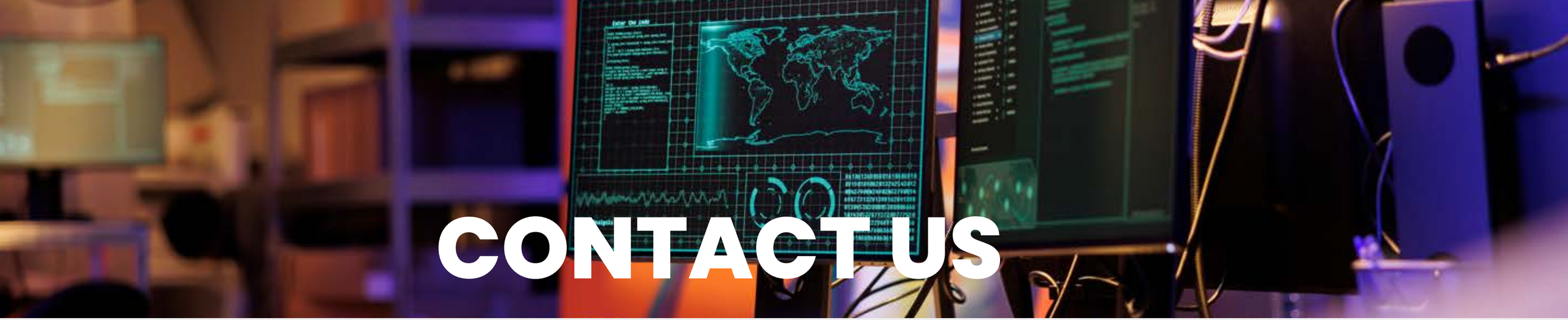
3. TAKE A LOOK INSIDE

COMPANY	**115,000+** UK&I Organisations	**100,000+** End Users	**15,000+** IT Channel
CONTACT	**360,000+** B2B Contacts	**190,000+** IT Contacts	**55,000+** Mobiles / DDLs
TECHNOLOGY	**180,000+** Tech Fields	**160+** Tech Vendors	**80+** Tech Categories

4. REQUEST A DATA SAMPLE

It's quick & simple to request a data sample. Simply select your preferred audience demographics by following the link below and a CPB UK representative will be in touch with a preview of your data set.

CLICK HERE TO REQUEST YOUR DATA SAMPLE >>>



CONTACT US

Polina Cook
Business Development Director

pcook@cpbuk.co.uk

+44 1295 263 410
+44 7572 383 686

Lucy Brennan
Head of Account Management

lbrennan@cpbuk.co.uk

+44 1295 263 410
+44 7951 466 063