

DATASHEET



CPB UK

MARKETING SOLUTIONS

LEAD GENERATION | MARKETING SOLUTIONS | IT DATA



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1. DIGITAL ADVERTISING

Intent data is a paramount component of creating a personalised outreach strategy to your target prospects. Monitoring and understanding your prospects' engagement and interest areas, allows for value proposition design and sales outreach that aligns with their requirements; thus creating more precise targeting.

Digital Advertising via [TechKnow.Online](#) helps you to achieve just that. Delivering your message to a loyal B2B readership base of 160,000+ engaged UK&I contacts, with granular monitoring and reporting on engagement for priority follow up either by CPB UK's expert SDRs or your own sales function.

We offer flexible options for your advertising requirements (1 month, 3 months, 6 months or 12 months) and a choice of advert placement locations:

- Advertise your brand to 160,000+ engaged B2B readers
- Gain deep understanding & market analysis into engagement trends
- Receive accurate intent data for priority follow up
- Granular reporting complements each advert placement:
 - Number of dispatches
 - Number of successful deliveries
 - Number of email views
 - Total advert clicks
 - Total social impressions
 - Emails viewed vs delivered %

DOWNLOAD THE MEDIA PACK



2. EMAIL MARKETING

Email marketing remains one of the most effective routes for marketing your brand into your target market segment.

CPB UK's email marketing service delivers your content into a carefully selected target audience, by granular engagement monitoring, reporting and analytics.

In partnership with ProspectaBase, each email marketing programme is complemented with intelligence rich, and accurate data for your target verticals, size of organisation and ideal buyer personas.

You will receive a granular delivery and analytics report after each email marketing assignment, highlighting your delivery and success statistics. All interactive data will also be shared for priority follow up, either for your internal sales team or alternatively by CPB UK's expert SDRs.

Setting up an email marketing campaign is quick and simple:

TARGET AUDIENCE

- Select your preferred email audience demographics (verticals, sizing, geography & buyer persona)
- Choose the volume of contacts that you wish to target (5,000, 10,000, 15,000 or 20,000+)
- Receive a preview for review ahead of launch

SET-UP, TEST & DESPATCH

- HTML content to be supplied to CPB UK for set up and testing
- Preview of final communications to be shared for review and approval, ahead of campaign launch
- Activity to launch, as per agreed timescales

REPORTING & ANALYTICS

- Results are extracted 72hrs after email despatch
- Granular reporting, analytics and interactive data is shared with you





3. RESEARCH

Understanding your target market and what makes them ‘tick’ plays an important part in designing your outreach approach and go-to-market strategy. CPB UK’s research services are designed to delve into the depths of your prospects’ views, opinions, pending goals and existing relationships.

By equipping you with insights and intelligence on prospects’ preferences, CPB UK provides a solid foundation for your sales and marketing teams to create a personalised and poignant follow up strategy.

DATA INTELLIGENCE

- Exclusive access to the UK’s leading IT industry database, ProspectaBase
- Granular segmentation to define your target audience
- Connecting you to 120,000+ IT budget holders & 145,000+ IT budget influencers

MARKET RESEARCH

- Understand your target market’s or existing customers’ views, opinions, preferences and pending goals
- Automated digital survey options
- Telemarketing survey outreach
- Granular reporting & analytics
- Whitepaper compilation (optional)

DATA PROFILING

- Bolster your existing database with accurate intelligence for precise targeting
- Glean desired company, contact, IT installation or renewal intelligence
- Expert telemarketing outreach to gather precise information

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