

# Database Development & Profiling

Identify. Target. Talk.



## INTRODUCTION

Accurate and current contact data is paramount for the success of your campaigns. To fully interact and engage with your prospects you need to understand their preferences. This means getting under their skin and really understanding how they tick. Your objective should be to get to know their personas, and to do this, data gathering and profiling is essential.

At CPB we work on your behalf to gather intelligent data. We take great care in obtaining the most up to date information on your prospects through focused telemarketing and detailed research into individuals, companies, infrastructure, and buying behaviours.

After our researchers have gathered all the information, our data scientists begin the profiling process. This finely tuned list gives you unsurpassed data accuracy and enables you to target your message to a very specific level, be that by individual, role, position, installed technology or interest.

It is this fine tuning that gives you the best chance of excellent ROI.





## OVERVIEW

Understanding the personas of your target audience is vital in today's world of personalised marketing. Without database development and profiling your campaigns will be less targeted and will have less potential for success.

Typical objectives of a database development and profiling assignment include:

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

## HOW DO WE DO IT?

CPB has 3 approaches to database development and profiling.

- 1. Desk-based:** qualifying and quantifying basic information on contact details, business type and size, infrastructure, name of IT Director etc. Websites for the targeted organisations are checked for the required data, as are any pertinent reference sites such as online directories and social media (i.e. LinkedIn)
- 2. Telephone profiling:** ascertaining more specific information such as; number of seats on a network, installed software/hardware, incumbent supplier etc.
- 3. Data augmentation:** CPB has exclusive access to the UK's leading IT Industry database, ProspectaBase. If you're interested in identifying key information on your target accounts, you may either utilise the aforementioned processes, or ask CPB to cross reference your target accounts with ProspectaBase intelligence. This will allow you to augment your list with updated company details, IT contact details and infrastructure intelligence.

## THE NITTY GRITTY

A client's target list will be matched against the IT contact database, 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. The targeted organisation(s) will be called and detail captured as per the 3 approaches detailed 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



## HOW MANY RECORDS CAN BE PROFILED?

Where all information is gathered from the switchboard or web site, a desk-based approach is used. Assuming that the original target data is accurate, 40-50 completions should be achievable in each telemarketer day.

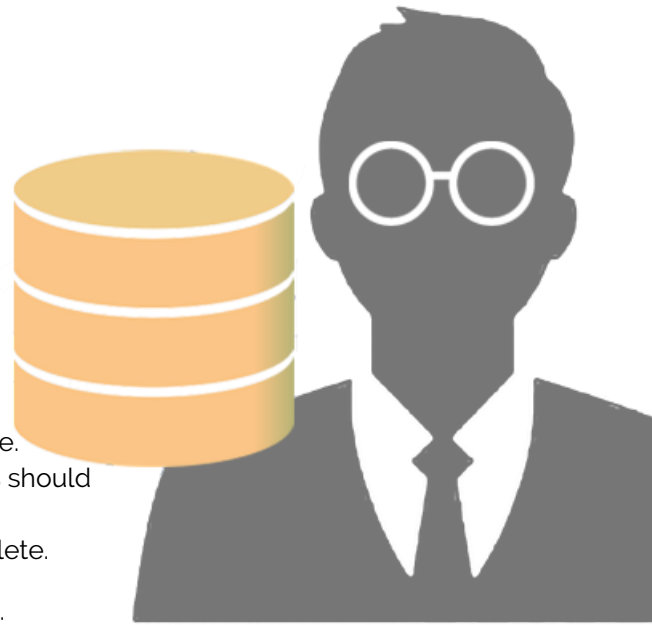
450 records would therefore need c. 10 x telemarketer days to complete.

Where we need to go beyond the switchboard, typically to the IT department, to capture specific information, we pick up the telephone. 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.

Completed assignments 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



## OUR PEDIGREE

Having worked in the IT industry for over 20 years, CPB is experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure.

## CPB ACCREDITATIONS

CPB is serious about what it does and ensures our people have the right level of IT/technical knowledge to act as brand ambassadors for your products.

CPB's agents undertake vendor sales accreditations to ensure they're up to speed with the latest innovations, portfolio developments and product USPs.

Our team has now obtained 77 accreditations from 19 vendors, and this number continues to rise.



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