

Taking The Responsible lead on Data

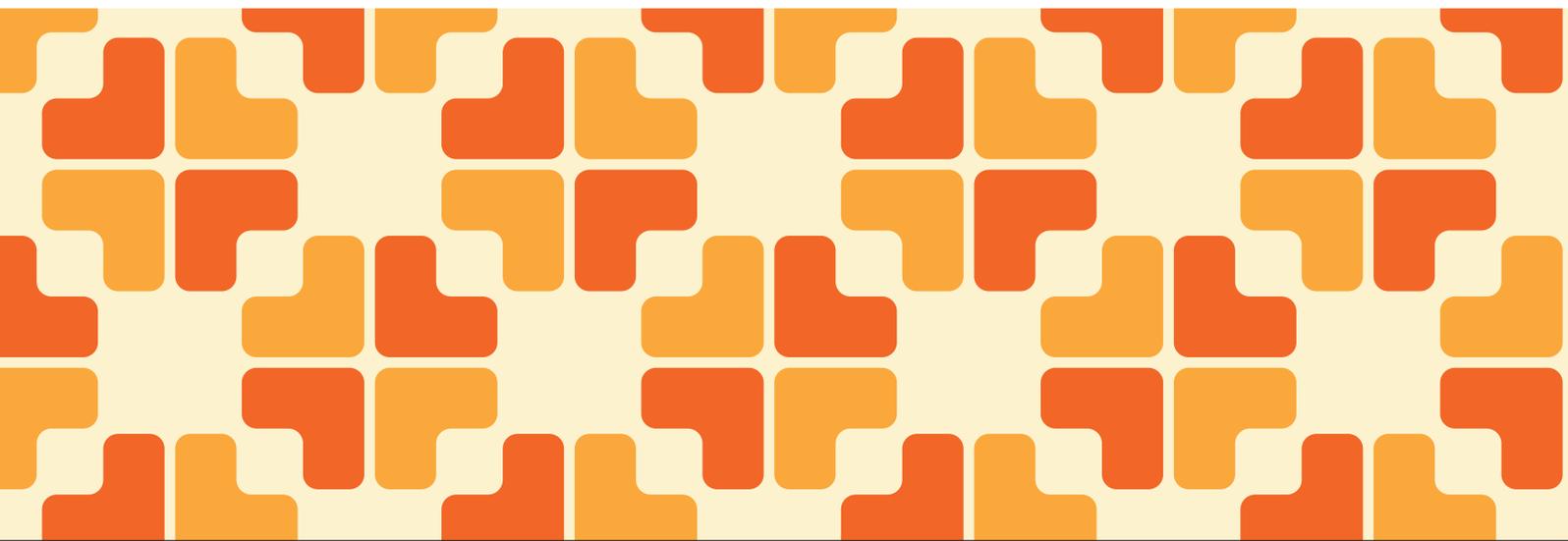
data-baby.co.uk

*Data
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About Data Baby

WHO WE ARE

At Data Baby, we are passionate about data driven direct marketing. As experts in our field, we offer a fresh approach to consumer marketing data, whether it be planning a full scale telephone acquisition campaign, online lead generation data, direct mail shots, or even a simple, single email campaign, we work with our clients to offer a bespoke service to achieve the perfect campaign. We pride ourselves on our unique campaign management strategy and open book planning, that provides unbiased visibility of the market and the potential suppliers available.

OUR EXPERIENCE

Our client side experience as an agency and generator of consumer data, means that we can analyse acquisition campaigns from all angles, ensuring that our clients harness their campaign's potential and maximize on their ROI. In addition to campaign planning, we also offer our own data, managed lists, telephone lead generation, and online lead generation, Data Baby manage the data spend for client campaigns such as the National Deaf Children's Society, Dogs Trust, British Red Cross - to name but a few.



OUR ACCREDITATIONS

We pride ourselves on our industry compliance, being accredited members of the Direct Marketing Association (DMA) as well as being registered with the ICO. (Data owners and users are required by law to be registered with the Information Commissioner's Office). This registration must be renewed each year at which point a declaration is made as to the purpose of holding the personal data, and a stated intent and commitment, to understand and adhere to the legislation enshrined in The Data Protection Act 1998.

Telephone lead Generation



Telephone lead generation can save your business thousands of pounds when running a marketing campaign. With a lower cost to conversion ratio than conventional marketing strategies, we provide you with what you specify, when you need it, to fit your marketing volumes and budget.

Telemarketing

is one of the quickest and most responsive ways to drive results for your direct marketing strategy. Our targeted lead generation is perfect for reaching new prospects as you will only receive and pay for the consumers who have expressed an interest in your product or service, taking some of the leg work (and cost!) out of your sales process. Our lead generation experts will work with you to understand your offering and to build a targeted campaign, generating relevant leads.

By 'pre selling' your products and services and providing you with a valid and accurate opt in. Our lead generation is a perfect way to complement your direct marketing campaign. We supply fresh prospect leads daily, all generated via our consumer lifestyle surveys, speaking with thousands of consumers each day we can guarantee that your offering reaches your target demographic.

 **9.8 Million** Telephone Contacts

 **6.1 Million** Email Contacts

 **13.8 Million** Postal Contacts

List Rental

List Rental

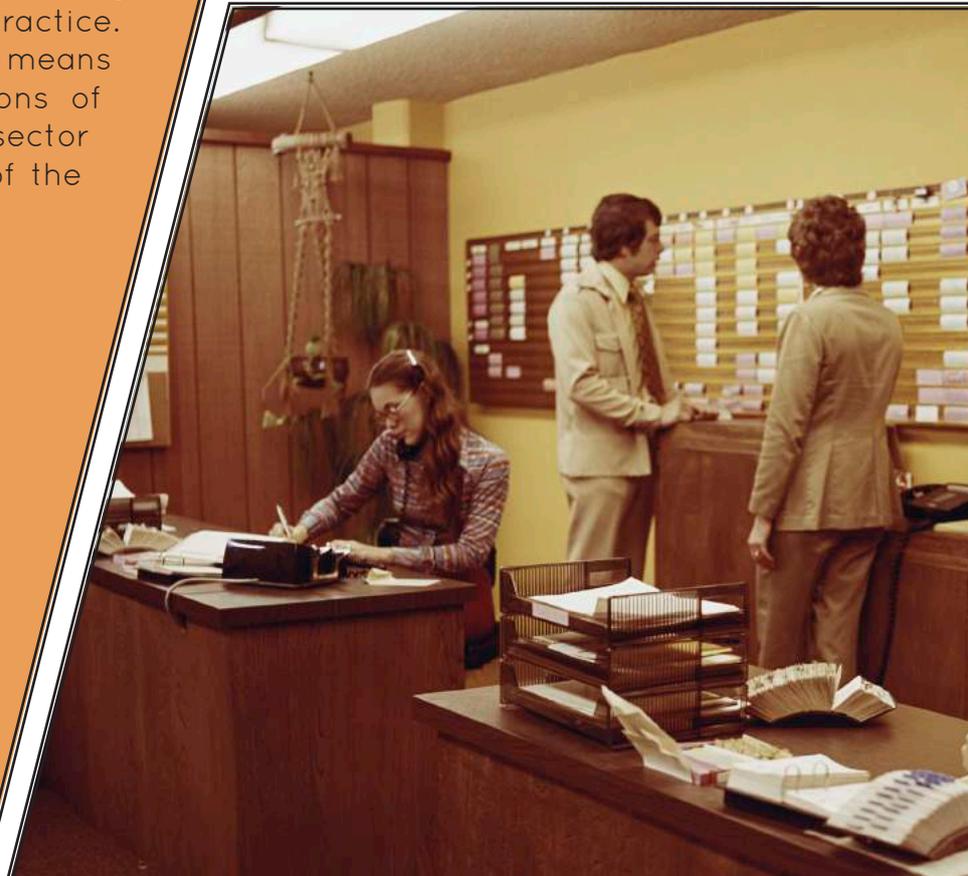
is one of the most measurable, cost effective and responsive ways of improving your direct marketing and is perfect for new customer acquisition. You can contact consumers by telephone, by post, email or even via text.

All of the lifestyle information that we hold is volunteered and validated by consumers, and in order to ensure that the data is accurate and relevant we frequently resurvey, cleanse and refresh our database.

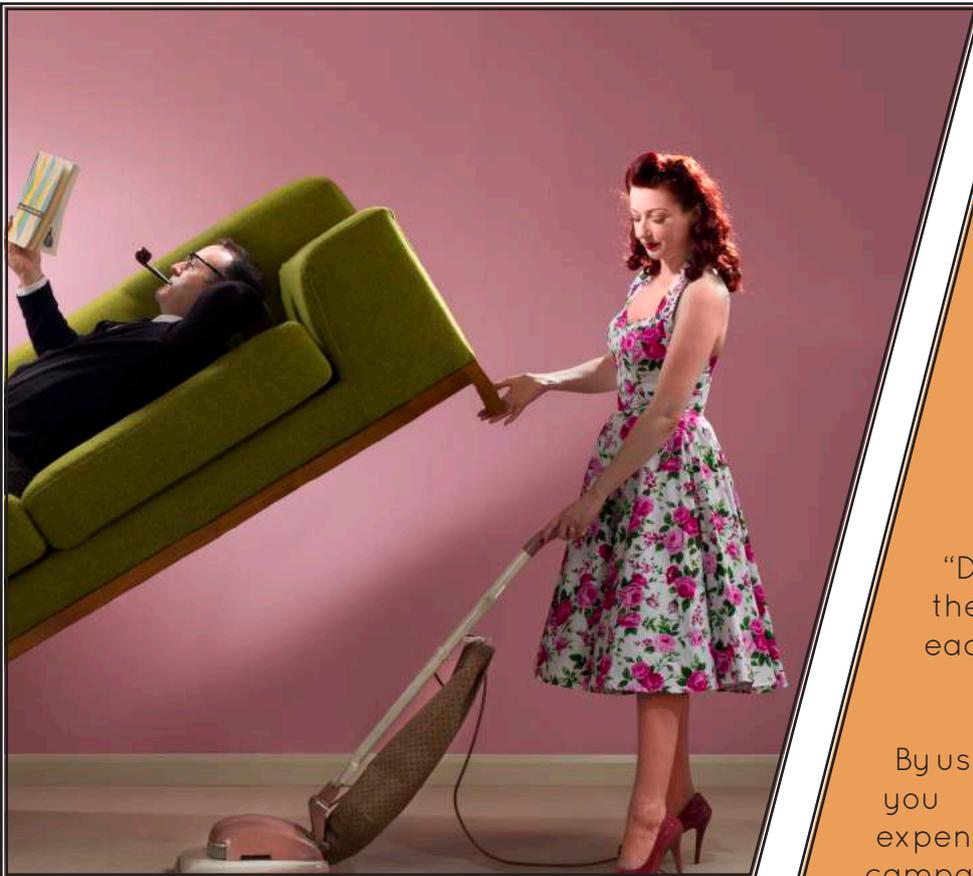
Importantly, our clients can be sure that compliance is at the forefront of all that we do. The prospects that we supply have been correctly opted in and maintained within our database, following industry guidelines as well as best practice. Our aggregated solution also means that you have access to millions of consumers who are already sector AND channel opted in, ahead of the forthcoming GDPR regulations.

Fresh is what we call our database of consumers and fresh, recent and accurate data is what you'll receive by return - volume opted-in consumers to keep our clients' campaigns on the move with high value returns.

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Data Enhancement



Clients are increasingly realising the benefit of using their existing and lapsed client database(s) to upsell and generate new business.

A company's database is a very valuable asset and should therefore be cared for as such.

"Did you know that around 6% of the UK population move house each year?!"

By using an old or uncleaned database you run the risk of unnecessary expenditure on your marketing campaign, by sending your marketing message out to the wrong people.

Data Baby offer a full data cleansing, appending and enrichment service to help clients maximise their own data.

Basic enhancement services include:

- Gone-Away Suppression/ Flagging
- LLV & HLR live number testing
- Deceased Suppression/ Flagging
- Home Movers
- PAF Address Correction
- De-duplication
- Enhance/ append missing or additional details
- TPS & MPS clean (removing people who have requested not to be contacted)

Competitive pricing

Data, print, fulfilment and postage...All in. It's as simple as that. It's all done under one roof, providing a slick, efficient and cost effective solution, priced to your specifications.

Direct Mail Services

Traditional direct mail is currently an opt out service as opposed to opt in. This means that mailing houses will use modelled or derived data to produce your prospects, rather than factual or lifestyle information. Your prospects are therefore likely grouped together based on their postcode, affluence propensity or perceived socio economic group. Who likes to be stereotyped, hey!

With a changing landscape for data with the forthcoming GDPR data protection regulations there will be an increased focus on compliance therefore focus will shift to OPT IN data.

At Data Baby we only ever use opt in data. Due to the files that we hold and the way that the data is collected, all of our prospects have opted in at both sector and channel level meaning that they have expressed an interest in hearing from companies just like yours, via direct mail, telephone, email or SMS.

As well as covering all bases in terms of compliance, this means that you can select from more niche profiles, using factual or lifestyle information, volunteered by the consumers themselves. This goes hand in hand with better targeting and an increased ROI.

- Mail has a more powerful effect on long-term memory encoding than any other media. 32% higher than email and 72% higher than TV.

- 80% say they can remember advertising mail sent to them in the last 4 weeks.

- 60% of people say the best mail keeps brands top of mind.

- Campaigns that included mail were 27% more likely to deliver top-ranking sales performance than campaigns that didn't.

SOURCE: ROYAL MAIL'S PRIVATE LIFE OF MAIL RESEARCH INITIATIVE



Email Data lists



Data Baby's email data lists provide a wide range of sectors suitable for highly targeted email and integrated campaigns. Our email data is available for single and multi-use campaigns and with access to over 6.1 million email addresses you can create your ideal list to specifically target potential customers

All of our Data is licensed from sources compliantly, following the Direct Marketing Association's DM Code of Practice and the Data Protection Act 1998, so you can be sure and confident that you have the correct permissions to contact.

Your direct marketing email campaign is only as good as the list it is based on and without accurate, quality lists of targets your response rates will be poor. Data Baby not only provide you with quality data, but great service and support to make your next email marketing campaign a great success.



Campaign Management

Our experience as an agency, client side and as data generators mean that we are well positioned to handle all of our clients' data buying needs. Our media planning tool and monthly data recommendations ensure that our clients are using previous learnings and results and building them into a full scale data strategy, maximising their data spend and achieving the best possible results whilst ensuring that their marketing activity is fully compliant.

Our lead management platform is capable of receiving data from multiple sources at the same time. It can de-dupe, cleanse (including PAF, LLV, HLR, Name black and white list), accept leads only in the specified format and produce a single file, coded up by supplier that is dialler ready, Clever stuff! Best of all, this is all done as standard.

Because we have great relationships with most data suppliers in the industry we often receive preferential rates. This means that Data Baby can likely provide a full planning and buying service without any additional cost to our clients. We simply take our set agency commission from the suppliers.

With years of experience, planning and buying data, we work with clients across all industry sectors. Whatever your business challenge, customer retention, acquisition, cross-sell or upsell, our team of strong but fair negotiators will always ensure we get the right deal and more importantly, produce sales results for your business.



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