

WHAT'S THE PLAN, STAN?

01

PERFECT AUDIENCE

Marketing works when the audience receiving your message is relevant. We look at your business from every angle and build audiences interested in you.

SELECT

RELEVANT AUDIENCE ATTRIBUTES
We'll start by picking the main criteria choices for your audience.

USE

SUCCESSFUL CAMPAIGN INSIGHT
Running hundreds of campaigns every year gives us useful statistics to benefit your campaign.

CONSIDER

NEW POTENTIAL AVENUES
At heart, we're a marketing company and we'll suggest other opportunities for you to consider.

MATCH

EXISTING CUSTOMERS TO PROSPECTS
We reverse profile your customers to find lookalike prospects.

LOVE PEOPLE

02

COMPLIANCE

ALL DATA SUPPLIED IS:

OPTED-IN
consent for marketing on each planned activity channel.

PREFERENCE SERVICE SCREENED
at point of delivery.

TELECARE SCREENED
increasing campaign productivity and encouraging more ethical marketing.

100%
GUARANTEE

We're so confident in the quality of the data that we supply that if ANY record is found to be inaccurate it will be replaced or refunded – GUARANTEED.

LOYALTY

REGULAR DATA BUYER?
Speak to your account manager about our loyalty agreements and get extra special client benefits.

03

SECURE DIGITAL DELIVERY

Data is transferred to you via:

- Encrypted email delivery
- Our secure file transfer service
- Your secure file transfer service

You will receive a follow up email with a unique password to open your files.

FORMATTING

Your data is supplied as an Excel compatible CSV file, which can be imported into all CRM systems. Data can also be supplied in any specific format - just give us your template.

MARKETING WITHOUT DATA IS LIKE DRIVING WITH YOUR EYES CLOSED."

Dan Zarrella, author of 'The Science of Marketing'

4-24 HOURS
THE RIGHT PEOPLE

4-8 HOURS
THE RIGHT PROCESS

1-4 HOURS
THE RIGHT PLACE

MORE IN 'THE PLAN, STAN?' SERIES:

- DATA BUREAU
- SOCIAL MEDIA
- EMAIL MARKETING
- DIGITAL ADVERTISING
- DIRECT MAIL
- CREATIVE SERVICES
- WEB DEVELOPMENT
- SEARCH ENGINE OPTIMISATION