



THE MARKETING DATA EXPERTS YOU CAN TRUST

WHO ARE WE?

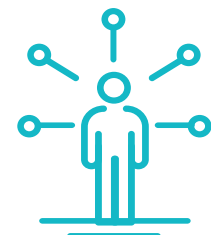
Since our inception over 35 years ago, Marketscan's vision is to offer an innovative range of products and services to the B2B marketing community, which sets new and continually improving standards of targeting and convenience all from a single source. We use our expertise to create the best quality database available.

Personal service is a key element of our business and our experienced team work closely with clients.

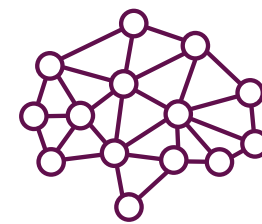
- ▶ Our data is unique and comes from a blend of sources that are not available anywhere else as a single file
- ▶ Because we are not tied to any vendors, we can focus on getting the best data for each and every one of our clients
- ▶ Not only do we supply data but our team can help advise and support you with your full B2B marketing campaigns
- ▶ As Data & Marketing Association members, we fully adhere by the DMA marketing code



BUSINESS DATA



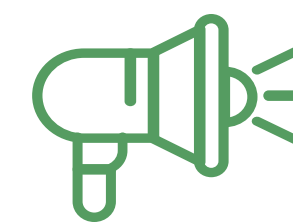
MARKETSCAN ONLINE



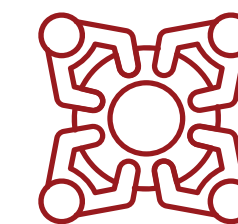
ANALYTICS



CLEANSE



BROADCAST



CONSULT

WHY US?

Any successful marketing campaigns needs to be backed by the best strategy and data. At Marketscan, our knowledge and experience can make data work for you - whether you're growing a business, marketing a campaign or analysing your existing data sources.



What makes us different?



We don't just supply data. We offer all customers one-to-one consultancy and advice



We're independent with a proven track record spanning 35 years



Marketscan holds one of the largest, GDPR-compliant email feeds in the UK



We have the industry's leading deliverability warranty of 98%



As a founder member of the Data & Marketing Association, we focus on professional standards



We're registered with The Data Protection Act so your data is secure



OUR TEAM

From inception to delivery, we strive to bring ingenuity and imagination to everything we do. Whether we are looking after a start-up or a exploring a data deal with a blue-chip organisation, we work closely with our clients to ensure their campaign is a success.

Account Managers

Every client has their own Account Manager, who will manage existing and new campaign requests. Our Account Managers are all given the opportunity to become CIM (Chartered Institute of Marketing) qualified, so they are experts not only in the data itself but crucially how that data fits into your overall marketing objectives and strategy. Our longest standing Account Manager has been with the company for over 20 years (so we must be doing something right!).

Production Team

Our Production Team is the brains behind our unique Megabase™. They ensure you have the volume and quality of data you need to get your direct mail, telephone and email campaigns to the right people. All our data is delivered to you by our Production Team via email.

Marketing

Many of our clients prefer us to manage the whole campaign process. Our Marketing Team are on hand to help with any email, lead generation or direct mail campaigns.



Our team and the environment we work in are really important to us. Not only do we put our staff through their CIM exams, we also have lots of fun and raise lots of money for local charities. Head over to our CSR page or follow us on Twitter for more information.

WHY YOU CAN TRUST US TO DELIVER

Six reasons why our customers trust our B2B marketing data lists from Marketscan:

- 1. Maximum choice and depth from a single source** – our independently-owned, GDPR-compliant database, Megabase™, is the only business-to-business database that blends the top five UK data sources into a single file
- 2. Accurate targeting and clear response analysis** - our unique business classification system and effective use of SIC codes means we can get right to the heart of your markets
- 3. Unbeatable deliverability** – we are the only data supplier with a 98% deliverability warranty on all our mailing data lists. That's 4% above the Data & Marketing Association guidelines
- 4. High quality data** – every month we process more than 800,000 updates to our database – the highest in the UK. We also carry out more than 40 quality checks on each record
- 5. Clear and simple** – most orders are processed within 1-24 hours, and quotations include regional maps and statistics to help you make the most informed decisions
- 6. Personal service** – our team of experts are here to make the data work for you. They'll advise you on how to get the best data to support your campaign

WHO WE WORK WITH

“

I have been in charge of and running sales organisations for over 20 years and over this period of time have recognised that the quality put into the top of the sales funnel is imperative to success. The quality of lead data I have purchased from Marketscan is not only the best I have seen but has genuinely made a positive impact on our new business and sales bottom line. I couldn't recommend them high enough.”

Jonathan Marriott, Director Bluetone

“

Marketscan were really helpful. They were really obliging in meeting our requirements. The data they supplied was very good and it helped us generate a good level of leads.”

Tina Lillington, Abingdon & Witney College

KAISER+KRAFT

**Abingdon
& Witney
College**

 **CALOR**

eti ELECTRONIC
TEMPERATURE
INSTRUMENTS LTD.

 **CORGI**

**energy
saving
trust**

COMPLIANCE

Data is easy to come by. High-quality, legally-compliant data that businesses can use with confidence, not so.

Since 1982, Marketscan has earned an enviable reputation for the provision of market-leading data products and services. We know data inside out, and understand how it should be securely stored, transmitted and used.

The data in Marketscan's multi-sourced Megabase has impeccable credentials and we are proud to tell you what they are.

- ▶ Firstly, we use only leading sources who have the necessary resources and procedures to provide accurate, legitimate data in accordance with the Data & Marketing Association's Code of Practice.
- ▶ Furthermore our suppliers, with whom we have long-standing, mutually respectful relationships, must be registered with the Information Commissioner's Office and ensure that all data complies with the requirements of the GDPR.

Marketscan is a leading force in the strive for ever improving quality and legitimacy of marketing data, providing a first-class personal service and products you can trust.

Find out more about our GDPR compliant data and learn why our clients, once they have experienced the Marketscan difference, come back again and again.



THANK YOU

If you have any questions then please email us on info@marketscan.co.uk or call our team on **01243 786711**.

