

BUSINESS DATA SETS

Telephone and fax numbers: 2.15 million records within the National Business Database are populated with Telephone numbers, of which 5% include Fax number.

SIC Codes: Standard Industrial Classification [SIC] codes are used globally as a method of market segmentation and profiling. They allow users to target clusters more effectively and position their products / services more effectively.

Commercial Mosaic Codes: Mosaic codes allow businesses to visualise and analyse their commercial customers and identify the characteristics that make them more likely to be profitable, loyal customers. This allows future business prospects sharing similar characteristics to be targeted.

Number of Employees: You can return an approximate figure for the number of employees at a given site/location. This data can be particularly useful for segmentation and profiling purposes, and also for prospect qualification or prioritisation.

Other business data sets: addressIT can incorporate Data Sets such as Location types [whether the business at the site is a headquarter, branch, etc.] and SOHO indicator [whether the business is a Small Office/Home Office].

CONSUMER DATA SETS

Names Data: The names dataset is a comprehensive database of UK consumers from Experian's National Canvase. it consists of information from the edited electoral roll, Experian's Lifestyle database and other partner organisations. The Names database enables you to validate a named individual to an address along with the option to append a name source code and date of birth where available.

Length of Residency data: Along with the names data set you can append the number of continuous years that the individual has been on the National Canvase.

Geo-demographic profiling: Data profiling is becoming more of a standard practice for all marketers and addressIT offers users the ability to append valuable information to their data in order to allow them to target their marketing more effectively and efficiently, in turn leading to a higher return on investment and better hit rates.

Geographical data: addressIT allows users to append geographical information such as Grid References [both 10m and 100m levels] and Ordnance Survey Code Points allowing users to study the geographical penetration of customers or plan distribution outlets.

Local Government Data: addressIT can allow users to append Local government data to records and Public sector codes, which can greatly enhance your data.

