



Business Direct Mail Data

Welcome to ClickReach

Get more from your business direct mail with our data services

Let us give your business mailing lists the edge with our highly accurate and intuitive data. With over 1.7 million records available across 3,000 business classifications, our extensive database provides unparalleled access to crucial new customer bases.

What makes our direct mail data superior?

We work from a B2B Universe File centred around the 118 Information database of 1.7 million businesses. Maintained and updated by a 120 seat UK call centre that reaches over 2 million UK companies annually, we know our business details are as accurate as possible.

The preferred choice of Google, the BT Phonebook, Web.com and others, our **market leading database** is one of only two in the country, and we proudly prioritise keeping it up-to-date with a dynamic, mobile business network.

With a multi-pronged attack and large workforce in place, the 118 information database benefits from:

- UK-based call centre research
- Emails and letters to businesses that can't be reached by phone
- Incoming calls to inform the directory of changes to the business

Search criteria we offer on UK business address lists & business data includes:

- Contact type – telephone, email, postal, mobile
- Geography – country, county, town, postcode, driving distance from a fixed point
- Company type – industry/vertical, SIC code
- Company size – turnover, company or site employees
- Job title / buying responsibility
- Mobile numbers or landline numbers or email address availability
- Specific Information – number of cars/vans in fleet, number of computers, number of mobile handsets, number of sites, new or struggling companies etc. Others on request.

Don't get left on the doormat

Remember, direct mail is just one marketing tool. ClickReach highly recommend integrating different marketing channels including telemarketing and email to maximise conversions and create new opportunities.

Timing is fundamentally important when embarking on integrated marketing strategies. Capitalise on your own marketing investment by using integrated strategies. Our insight team use their expert knowledge and experience to guide you through the process for optimum success rates. Contact our experts for data advice and integrated marketing information on **01376 653168**.