



Business Email Data

Welcome to ClickReach

How ClickReach can help you get more from your business email data

Unmistakably cost-effective, fast and accessible, targeted business email marketing is crucial in successful business marketing campaigns. Make the most of this most precious resource with ClickReach's 800,000 strong database of business email addresses ready for your next targeted mail shots.

What makes our business email lists superior?

At the heart of our B2B Universe File sits the 118 Information database of around 1.7 million businesses. They are one of only two data owners in the UK, which means they generate their business data from scratch, calling businesses directly from a 120 seat UK call centre and checking, updating and maintaining their details. Used by Google, the BT Phonebook, Yahoo and others, the call centre contacts over 2 million UK businesses every year with the sole purpose of ensuring up-to-date and reliable data.

Data Quality Team

UK business contacts are moving targets. Our business e-mail addresses are maintained by ClickReach's Data Quality Team, who employ a range of tactics to sustain accurate and reliable data. These include:

- 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

Inherently diligent in the way we compile targeted groups, ClickReach work to maximise your business' outbox. For convenience, our email database contents is classified according to:

- 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. Others on request.

Dynamic Marketing

Give your business email marketing campaign another dimension by integrating it into a multi-channelled strategy. Co mail shots and B2B email marketing with a well-timed and strategised telemarketing and direct mail campaign. Reach your audience properly.

For any advice on data, email or integrated campaigns, please contact our Insight team on **01376 653168**.