

Helping grow
your business.

dat**u**br**u**ker

Introduction.

Who are Databroker?

A leading list broker and direct marketing company, Databroker have over 70 years of combined experience in the direct marketing industry.

We make getting great data easy, specialising in business data, international data procurement, online marketing, lead generation and more. We know our stuff and are always able to offer insight to enhance our client campaigns.

We test, verify, research and rank all lists that we use with our unique benchmarking process, meaning that we can recommend the most suitable solutions to our clients.

The benchmarking process includes:

- Regular testing of every list to ensure suitable quality and recency of verification is being maintained across the file
- Verifying the data collection, GDPR & PECR processes and refresh cycles of our suppliers, to ensure they are legally and ethically compliant with local marketing laws and guidelines
- Researching new suppliers to make sure we're offering every potential list option to our clients - currently we work with over 400 suppliers across the UK and internationally
- Ranking each list against its competitors in terms of quality, value for money, results seen on previous campaigns and volumes available.

Why us?

Market-leading B2B data

A successful marketing campaign requires flawless data. By working with Databroker, you can be confident that our team are sourcing lists matched to your brief with written guarantees on quality and accuracy. Databroker offer a peace of mind solution for list sourcing:

DMA Members

The Data & Marketing Association are a body that push creativity and accountability in direct marketing. The DMA code is an aspirational agreement that we have signed up to. Databroker are a registered list broker with the DMA. We aim to source all lists from fellow members. In 2019, Databroker were audited by the DMA and the largest data owner in the UK. Both entities found Databroker to be the most compliant, diligent and ethical broker they have worked with. This gives you peace of mind in terms of quality and accuracy, together with the knowledge that marketing best practice guidelines are being adhered to.

The Drum - RAR recommended

Databroker are delighted to be RAR recommended. The Recommended Agencies Register is the UK's leading list of direct marketing agencies - recommended by their peers within the industry. Databroker are also resident experts for Marketing Doughnut as well as being the UK's #1 ranked list broker on most

Our trusted process.

Benchmarking system

Our customer service is second to none and more than half of our customers go on to place at least three repeat data orders. Much of this is down to the quality of the data and subsequent success of the campaigns. In order to become a verified supplier to Databroker, all lists go through the following process:

1. Site visit by Databroker to view the data processing/management setup
2. Monthly testing of certain batches of their file
3. Testing against cleansing tools including TPS, cTPS and Deceased Registers
4. Regular gathering of feedback from our clients
5. Detailed statistics from the campaigns which Databroker run in-house
6. Verified membership of the DMA and appropriate ICO Membership and List Warranties
7. Continual compliance checks to ensure adherence with GDPR & PECR regulations



Data experts.

Our team

Our team work tirelessly to ensure every campaign, whether it's a £500 order for a start-up company or a million-record data pool agreement for a PLC, runs as smoothly as possible.

Our leadership team are either company directors or have been working at Databroker from more than 7 years – so we have an experience level you can trust. We work hard to recruit and train our staff to the highest level:

Account Management

Each customer has their own Account Manager, who will manage existing and new data requests on a daily basis. Our Account Managers have the knowledge and expertise to select the right list to match your current campaign. Currently our team of Account Managers have an average of 8 years of experience in the data industry.

Client Services & Data Fulfilment

All the data deliveries are checked and verified by our Data Fulfilment team, before being delivered via secure FTP.

Marketing & Design

Many of our clients prefer Databroker to manage the whole process, if so our team of digital marketers can help design and execute email, lead generation and direct mail campaigns.

Who we work with.

Trusted by all

Major brands across the UK, Europe and the wider world trust us with their data campaigns. Should you wish to chat to, or gain testimonials directly from our clients, we will happily facilitate this. Alternatively, take a quick look on our Databroker Feefo review page, which has 100's of positive reviews.

Brands we work with:



Global reach
Local knowledge

TMF have a global business, meaning Databroker supply business information from many different countries for their campaigns. Generally focussing on business owners or company directors plus operations, finance & procurement teams, we use our network of international providers to fuel their e-marketing prospect pool.



Databroker are relied on by Deloitte to provide lists of carefully targeted job titles, often in very specialised functions such as Risk, Compliance & Corporate Governance. Through our knowledge of the more niche B2B list owners, we compile these lists for our client. Our relationship with them extends over many orders and across several successive of years.



We've been working with Robert Walters Plc for more than five years, supplying quality business data to multiple sites & departments of their business. Primarily, they use Databroker when a new branch or team is opened, to launch the service to its target audience. Generally, these campaigns focus on a specific department or businesses local to the new site.

Data you can trust.



Compliance

In an age where the direct marketing industry is often under scrutiny for malpractice, compliance is of paramount importance. All our suppliers go through rigorous checks before we recommend them to our clients.

Databroker will not transact until everyone in the chain has had a completed Compliance Form approved by one of our Leadership Team. The form checks that there are suitable processes in place to protect Databroker, our suppliers and our customers, deal with any opt out requests and ensure ICO registrations exist where appropriate.

We are fully compliant with GDPR and PECR, as are all suppliers. The lists we provide are processed under legitimate interest. In summary, GDPR allows for processing of personal data until six criteria, of which legitimate interest is one condition. DMA and ICO guidance has confirmed that legitimate interest can be relied on in B2B marketing.

Please ask for more details on our full GDPR and PECR notes documentation.

Thank you.

For any questions, please contact Databroker on 0161 941 5700 or via email: hello@data-broker.co.uk

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