**Guide to Buying B2B Data Check list**

**Identify your target market - B2B data selections:**

* **Industry – This can be by directory description, or Standard Industry Code (SIC code)**
* **Company Size – This is usually either by the number of employees that work there (be that on site or nationally), or by the company’s turnover**
* **Location – Selected by postcode, county, country, or even radius of a location**
* **Turnover – The last turnover figure recorded at companies house**
* **Contact within the company – Business Owner, Director, Sales, Marketing, IT, HR etc.**

**Exclude your existing database**

**Get a count and breakdown**

**Check the Quality**

* **How is the data collected?**
* **How is the data verified?**
* **How big is the entire business database?**
* **How frequently is the data updated?**
* **What quality guarantees are in place for incorrect records or “gone aways”?**

**How is the B2B Data Licenced**

* **Single use**
* **Multi use**
* **When do you own the data?**

**Why choose Data Bubble as your trusted data partner?**

We help clients and prospects with the right data for their marketing campaigns. Our ethos is honesty and quality. Here are some reasons why you can trust Data Bubble

* **Help -** We will help and advise you on the right data for your campaign, even to the point of walking away if we don’t think a campaign will work for you
* **Free Counts -** We will let you know how many records are available by providing counts, usually on the same day. These counts can be amended an unlimited number of times, until you get to the right database for you!
* **Deduplication -** At no additional cost, we will exclude records that are on your existing databases i.e. your existing customer / prospect / unsubscribe lists
* **Fast & Secure Delivery -** We will send the data to you in an excel spreadsheet via out Secure FTP site, usually within a couple of hours. Some databases can take up to 24 / 48 hours to arrive, though you will be notified prior to this if that’s the case.
* **Quality Guarantee –** We give a no quibble guarantee on ***all*** the data we provide
* **Peace of Mind –** Besides being ICO registered (as you’d expect), we give additional reassurances by ourISO 9001 certification and our Cyber Essentials Certification. We are also members of the Chartered Institute of Marketing, and we adhere to the Data and Marketing Association’s Code of Conduct.
* **General Data Protection Regulations & Data Protection Act (2018) -** All oursuppliers have provided evidence on how their data has been gathered, processed and supplied in a GDPR & DPA compliant manner. This evidence is verified annually, to ensure ongoing compliance.