

Decision Stream Global B2B Database

Overview

Decision Stream is a database of 340million Global B2B Decision Makers across the world's top 86million businesses. It is the leading B2B data asset focussing on the requirement for high quality and truly global data, for improvement of clients own data and as a new business marketing tool. It contains job title/ job function and personal email data as well as the usual business attributes. The *Decision Stream* job functions include senior level contacts within Management, Technology, Finance, Sales, Marketing and HR. Insight Stream has spent 3 years researching the market globally and has included much data not previously available, particularly within challenging markets.

Compilation

Decision Stream is an aggregated data set from over 20 data owners worldwide, from the largest to the niche. Some of the data providers are existing providers into the data marketing world, for others their data has never been available before. All of our data providers have been rigorously identified and quality controlled within our Insight Stream Partner Programme ensuring data legality, accuracy, opt in/ double opt in status, and update cycles prior to Insight Stream applying sophisticated data management procedures.

All data is cleaned within the Insight Stream Data Maintenance Environment – our proprietary toolkit developed to host clients own databases – with quarterly maintenance cycles. All data owners supply updates within this quarterly timeframe.

Applications

Decision Stream is available for multiple applications. It can be used in a traditional 'list' application for tactical and strategic direct marketing requirements. Data is released on a multiple use basis, including email addresses.

Insight Stream believe that its greater asset value to our clients is when it is used as a data cleansing and enrichment tool when the client data can be significantly improved and made fit for purpose. For example, the addition of new relevant contacts, including email addresses to the clients own customer/ prospect data records. *Decision Stream* is available as a bureau service, or the data can be provided to our clients for their internal use.

Accuracy

Insight Stream will provide 2 for 1 replacements for all gone ways in excess of 5% for Telemarketing and Direct Mail, and 10% for Email.

Pricing

| | Data Append | List Provision |
|-----------------|-----------------------|-----------------------|
| Volume | *Price per record £'s | *Price per record £'s |
| 5,000 - 9,999 | 0.97 | 0.6 |
| 10,000 - 24,999 | 0.82 | 0.52 |
| 25,000 - 49,999 | 0.67 | 0.45 |
| 50,000 - 74,999 | 0.52 | 0.37 |
| 75,000+ | 0.37 | 0.3 |

* includes full attributes

All data provided for perpetual use

Minimum Order £3000