

marketlocation G-Cloud 14 Service Definition

This is the Service Description for the Market Location product:

Email Data – UK Business Data

When you select **Email Data (EM)** you will be licenced with a dataset of the Market Location UK Business Database comprising of personal and company email addresses attached to individual contact Records.



Providing access to over 1.4 million telephone verified business email addresses for targeted activity. We offer a range of options, from a fully managed email broadcast service, with real-time online campaign stats and offline data for targeted follow-up, to email data list purchase that can be broadcast by yourself. Regardless of the size email marketing can prove highly effective for almost every business.

From raising the profile of a business to targeting new prospects or communicating to current customers – email marketing continues to be one of the most popular B2B marketing channels.

In order for your business to business email marketing to be successful you need to have access to targeted, up to date, email addresses. A lot of businesses have a database of customer email addresses, but if you're looking to raise awareness of your company with new prospects that don't already know about you, you will need to source reputable email data from a data owner such as Market Location.



GDPR-Compliant UK Data Source

The business data source is our UK Call and Contact Centre. Request our *GDPR Compliance pdf* for the process details.

Pricing

View our Pricing Brochure for full details of prices for this Data.

How to Order

Ordering is simple, contact us using the details below and we will guide you through the ordering process to get you swiftly onboarded.

For Further Information or Ordering:

Contact Name:	Kelly Preston, Market Location Ltd	Office Telephone:	01926757208
Email Address:	ACM@marketlocation.com	Mobile Telephone:	07593584403

Who might be a user of this service?



Public service organisations might want to use business data for planning purposes, to understand current trends and for so much more.

Below is a list of examples of why public services might need to use Market Location's data:

- A government department wants to understand current trends on the high street – how many businesses are opening and closing,
- A Council wants to establish if they should be charging business or domestic tariffs to an individual that operates a business from home,
- A government department needs to plan for an infrastructure or transportation upgrade and needs numbers and details of businesses that are close to the potential new transport hub or upgraded infrastructure
- A public body needs to communicate with small businesses around financial activity deadlines,
- A public body needs to communicate to all businesses about a legislative, regulatory or code of practice change,
- A public body wishes to invite relevant business owners into government forum. For example communicating with all agricultural UK businesses or other related sectors,
- A public body wishes to establish how many businesses are online,
- A public body requires to establish Foundational Economy suppliers in a locality,
- A public body wishes to build a better understanding of trading sites as opposed to incorporated businesses.

Who are Market Location?

With headquarters in Sutton Coldfield, Market Location are a part of the 118 Group and are the leading provider of B2B wholesale business data and marketing data solutions in the UK.

Market Location specialise in UK B2B wholesale business data and marketing data solutions. With over 50 years of experience in the database and direct marketing industry, Market Location have developed an in-depth understanding of data requirements and sophisticated database analysis techniques.

Whether the requirement is a bespoke data solution or a supply of business data for marketing – Market Location are the UK's leading provider of B2B data with their market-leading position built upon superior data quality and service, combined with marketing data expertise and innovative technology.

How do we source Business on the Move Data?

Market Location is the primary business data owner in the UK. We independently verify and collect business data in-house using our 70 seat call and contact centre based in Sutton Coldfield, making over 10,000 connected calls every day.



What services do Market Location provide?

The Market Location Database comprises of all the actively trading businesses in the UK and is widely recognised as the most up to date and accurate telephone researched database. Whether they are accountants, website designers, restaurants or multi-national head offices, we've spoken to them directly and confirmed their contact details and explained the purposes for holding their information.

Data is at the heart of every good business decision – whether it's to understand who your customers are, where they are located, how best to communicate with them – Market Location has the expertise you need to make the best business decisions every time.

Business related information such as contact details, location and financial indicators, changes at a rate of over 30% every year. That means that every day thousands of changes are occurring to businesses across the UK – so without due care and attention, the value of data can reduce significantly over time.

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The information that a business holds on its customers and prospects is one of its most precious assets, but it requires work, diligence and expertise to ensure it remains an asset and doesn't rapidly become a burden.

Key Database Characteristics:

- Full UK coverage
- 1.7 million records
- 2 million contact details
- 1.4 million email addresses
- Fully telephone verified
- Range of SIC and Market Sector Codes
- 100% include telephone number
- Employee size – full coverage
- Financial information
- A range of premium data products including:
 - Specialist Decision Makers
 - Brand New Businesses
 - Businesses on the Move

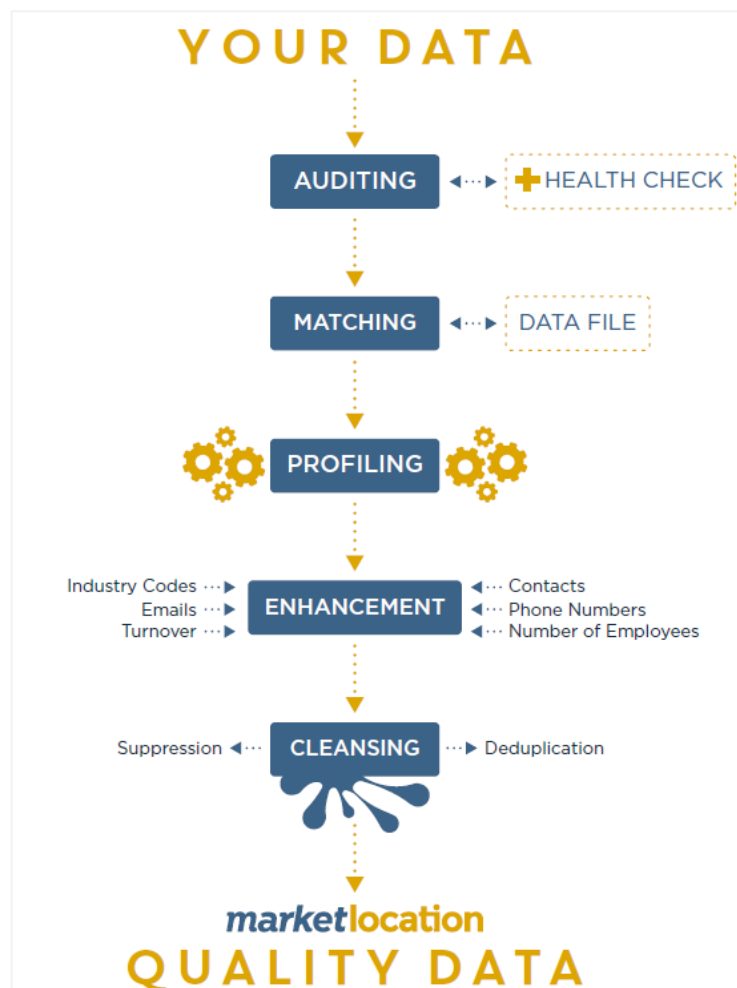
Data Quality is at the Heart of What We Do

The information that a business holds on its customers and prospects is one of its most precious assets.

However, business related information (such as contact details, location and financial indicators) is estimated to change at a rate of around 30% every year. That's hundreds of thousands of pieces of information that go out of date every day. In addition to the issue of declining data quality, there is also the problem that customer data is probably held across a variety of different systems, being input by a variety of personnel. This often results in data that is incomplete, inaccurate or duplicated.

Why does this happen?

Different areas of a business have different priorities - the information that is important for Finance is different from what's important to Sales. The result is a database that very quickly becomes unwieldy, difficult to manage and hard to benefit from. At Market Location we are dedicated to the process of updating, maintaining and growing our UK business database which can be leveraged to reduce these complex data quality issues.



Onboarding and Offboarding Service

Getting started

To get customers started on using this service:-

- A Bizi web link is provided to customers with login details;
- Our Account Management Team provide phone and email assistance;
- In addition to provision of clear user guides;
- And, onsite assistance can be provided as required.



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End-of-contract data extraction

When the Contract ends, the licensed access to data by customers will terminate. Within three months of this date (in accordance with our Retention and Deletion Policy) all data relating to the customer installation will be removed. A Certificate of Destruction Certificate can be issued upon request.

End-of-contract process

Following contract termination, if further access to the data is required for customer processing then the data can be re-licensed.






GDPR Compliance



In terms of UK GDPR compliance, Market Location is an ISO27701:2019 Privacy Information Management certificated company and we warrant that the data supplied to a client has been collected and processed in accordance with the applicable Data Protection requirements; and that we have obtained all necessary consents, as required under Data Protection requirements, have an appropriate lawful basis for processing and have issued all necessary notices to data subjects to enable lawful transfer of the Data to a Client. See the Terms & Conditions for details.

Our Credentials

Market Location is a compliance led organisation and one way we evidence this is through our certificates, and professional membership. Our details are below:

ISO/IEC 27001: 2013 Certificate Cert No: IS 787528.	Cyber Essentials Accreditations & Certificates	PCI DSS Certificate	Data & Marketing Association Corporate Member	ISO/IEC 27701: 2019 Certificate Cert No: PM 787534
				
Last Certified: 12/05/23 Next BSI Audit & transition to 2022 Version: May 25 Verify Certificate at BSI link	Last Certified: 13/12/23 Verify Certificate at NCSC link	Last Certified: 16/06/23	Membership Last Renewed: 01/04/24	Last Certified: 12/05/23 Verify Certificate at BSI link

Technical Requirements

Internet access is required.

For Further Information or Ordering:

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