



Salutary Data

BETTER UK B2B MARKETING STARTS WITH SALUTARY DATA

Serious About Developing Business in the UK? We Can Help.

Marketing by email, phone, or post, requires accurate contact information. It's critical to prospecting, lead nurturing, and successful selling, and directly impacts your revenue, market share growth, and staff productivity. But finding reliable and compelling supply sources—and having a trusted source for international data where the legal landscape and marketing rules are complex—is not easy.

That's why when it comes to penetrating target accounts in the UK—Europe's second largest economy—B2B marketers rely on Salutary Data.

A UK SALES & MARKETING ADVANTAGE

We've aggregated full business card records on over 4.5M UK professionals from established supplier teams that originate and verify records on an on-going basis. Specifically, Salutary Data aggregates its file from 3 UK data compilers and a UK aggregator who, combined, use a variety of techniques to ensure the highest data quality:

Hundreds of call center researchers verify contact information via live conversation. Continual, periodic validation of phone numbers via computerized systems.

The result is a number of tangible, real benefits to you:



Save Time: Finding, qualifying, and managing suppliers is hard work. Use your resources to focus on customers. We'll focus on the suppliers and the data.



Increase Productivity: No resources wasted chasing prospects that have moved on or no longer fit your target profile(s).



Email Performance: Guaranteed for 90% non-hard bounce deliverability. Convert more: Accuracy of quality contacts drives ROI.



Increase Revenue: Be confident that your sales and marketing teams have the data they need to generate new UK business.

Constant verification of email addresses via opt-in e-newsletter publications, DNS and syntax validation, SMTP connections and availability, grey list identification, and more. Postal address standardization and validity checking.

In sum, Salutary Data outshines other options in the market. Unlike other international data distributors, Salutary Data multi-sources every requirement from in-country UK sources only. The data is then standardized by function type and level, company size, and industry classifications, and records are de-duped so that every contact is unique.

Why Target the UK?

- ▶ #5 economy in the world
- ▶ 2nd largest European economy
- ▶ World's 4th largest importer and exporter
- ▶ Over \$3 Trillion in annual GDP
- ▶ Liberal B2B marketing regulations

Salutary Data Offers Quality & Quantity!

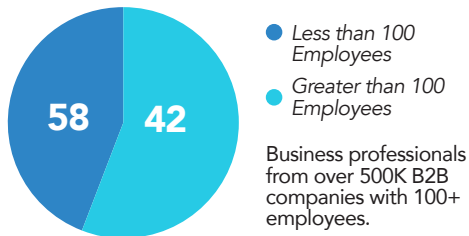
- ▶ The most comprehensive & accurate UK B2B data
- ▶ Over 4.5M deduped, standardized & normalized business contact records
- ▶ 1.2M companies (24% w/1000+ employees)
- ▶ 2M decision making executives
- ▶ 400K IT professionals
- ▶ 500K Sales & Marketing pros
- ▶ Quality vetted by real people—in-country
- ▶ Fully managed opt-out policy to ensure compliance

For more information, call 617.917.4084
or email info@salutarydata.com

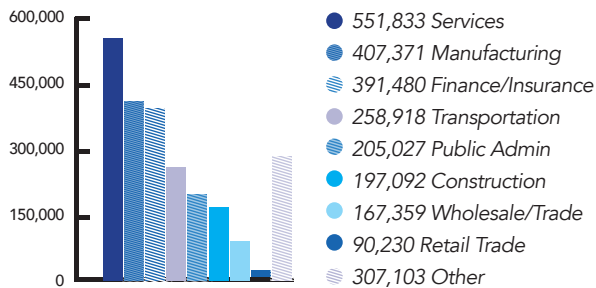
WITH OVER 4.5 M CONTACTS IN NEARLY 1.2 M COMPANIES, SALUTARY DATA IS THE SOURCE FOR YOU.

Salutary Data by the Numbers

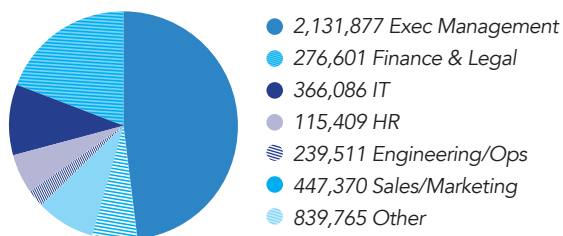
CONTACT BY COMPANY SIZE



INDUSTRY COVERAGE



JOB FUNTION



Our database is regularly scrubbed to ensure accuracy despite today's frequent job changes.

OFFERING FEATURES

Salutary Data offers annual licenses for end-users or 3rd party re-distribution, and for multi-campaign use via direct mail, phone, and/or email. And Salutary Data is compliant with local and applicable UK regulations.

FILLING A VOID

Salutary Data was created to fill a gap in the international data market and to provide enterprise companies with the most comprehensive, high quality, verified UK business data available on the market today.

THE SALUTARY DATA UK FILE PROVIDES YOU

- ▶ File layout standardization
- ▶ De-duplication and suppression of existing records
- ▶ Normalization of function level and type, company size, and industry field
- ▶ Full Business Card Record: name, title, company, company address, phone, email, company size, industry
- ▶ Plus we offer guarantees:
 - Data warranted and protected from 3rd parties claims
 - 90% email deliverability guarantee

UNPARALLELED ACCURACY & TRANSPARENCY

Accuracy should be your #1 concern when it comes to purchasing B2B data.

As the leaders in UK data aggregation, we only offer data that's current, accurate, legally compiled, and guaranteed.

A TRUSTED PROVIDER

As experts in data technology, law, and licensing, Salutary Data's leadership has spent over 40 years growing successful data companies—including Thomson Financial, Investext, One-Source, and Dun & Bradstreet NetProspex.

CUSTOM SERVICES INCLUDE:

- ▶ Other geography and data set sourcing/licensing
- ▶ Email deployment services for end-user campaigns
- ▶ Pre-email deliverability and spam trap checking
- ▶ Custom Call Centre services



If you are serious about developing UK business opportunities, contact today.

Call us, (617) 917-4084 or email info@salutarydata.com