

# Decision Makers: Marketing & Sales

205,800 Contacts

# ThinkingData

## Description

Representing the fruits of extensive research, this file is designed to identify specific named contacts responsible for marketing and sales decisions across UK businesses.

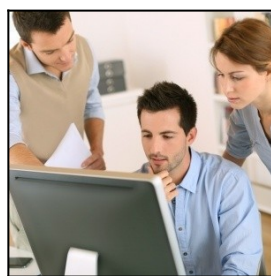
This file covers Marketing and Sales contacts, Public Relations specialists, Brand Managers, and many more. Postal, telemarketing and email contact channels are all available.

Data is pooled from a variety of sources including directory information, membership bodies, and Companies House data; together with desk, telephone and web research. Aggregating data from a number of sources creates a larger file, and also allows for greater verification. The files are updated and cleaned on a monthly basis to ensure maximum deliverability.

As a member of the UK Direct Marketing Association, we adhere to its Best Practice guidelines on data hygiene. All data is compliant with current data protection legislation, including the EU General Data Protection Regulation, the Privacy and Electronic Communications Regulations, and the UK Data Protection Act. A full compliance overview document is available from our website. We offer delivery guarantees on all contact channels and will refund the costs of any data which falls below our acceptability thresholds.

This data set can be linked to our main B2B file, enabling the selection of other decision makers to complement these contacts, or to select another senior contact where no marketing or sales contact is available for an organisation.

These contacts will be receptive to a wide range of offers, including those specific to their areas of expertise – together with more general promotions such as subscriptions and publishing, membership organisations, recruitment offers and corporate hospitality.



Corporate member



## Selections

Business Type	Geography
SIC Code	Email Address
Employee Band	Telephone Number
Turnover	

## Data Costs

<b>Postal Only</b>	
Single Use	£150 per thousand
12 Months Lease	£225 per thousand
Outright Purchase	£300 per thousand

<b>Email Only</b>	
Single Use	£180 per thousand
12 Months Lease	£230 per thousand
Outright Purchase	£320 per thousand

<b>Postal &amp; Email</b>	
Single Use	£220 per thousand
12 Months Lease	£275 per thousand
Outright Purchase	£375 per thousand

*Broker Commission 20%*

## Selection Costs

Telephone Numbers	£25 per thousand
Other Selections	£10 per thousand

## Output & Delivery

Secure FTP	£25
Delivery Time	2-3 working days

Other output methods are available, e.g. CD-ROM and S/A Labels. Please ask for details.

*Minimum data order value: £300*

*All costs exclude VAT*

*For more details call 0333 772 1927  
or email [think@thinking-data.co.uk](mailto:think@thinking-data.co.uk)*

# Decision Makers: Marketing & Sales Breakdown



## Sector Coverage *number of companies*

Advertising & Promotion	2,974
Agriculture & Horticulture	658
Catering & Hospitality	3,918
Construction & Contractors	5,647
Education & Training	4,106
Financial Services	3,783
Government & Public Sector	959
Information Technology	6,073
Legal & Accounting	2,092
Manufacturing	18,079
Medical & Health	3,494
Personal & Business Services	16,191
Professionals	9,623
Retail	12,031
Sports & Leisure	4,754
Transport & Logistics	7,619
Wholesale & Distribution	7,256

## Turnover Bands *number of companies*

Under £50,000	2,805
£50,000 to £100,000	5,542
£100,000 to £250,000	10,543
£250,000 to £500,000	11,043
£500,000 to £1,000,000	13,467
£1,000,000 to £5,000,000	26,120
£5,000,000 to £10,000,000	6,615
£10,000,000 to £20,000,000	5,762
£20,000,000 to £50,000,000	4,574
£50,000,000 and over	4,829

## Regions *number of companies*

Central London	17,113
Central Southern	12,578
Channel Islands	287
East Anglia	8,085
East Midlands	6,752
Home Counties	6,181
North West	11,969
Northern Ireland	2,248
Outer London	3,419
Scotland	7,067
South East	5,240
South West	6,166
Wales & Borders	4,074
West Midlands	8,311
Yorkshire & North East	11,866

## Employees *number of companies*

1 to 5 Employees	26,551
6 to 10 Employees	16,807
11 to 20 Employees	18,121
21 to 30 Employees	9,859
31 to 50 Employees	10,641
51 to 100 Employees	8,425
101 to 200 Employees	4,300
201 to 300 Employees	1,451
301 to 500 Employees	1,016
501 and over	887

## Channels *number of contacts*

Postal	205,820
Telephone Numbers	84,268
Email Addresses	72,911

*The above counts are liable to change.  
Please call us on **0333 772 1927** or email **think@thinking-data.co.uk**  
for more detailed counts and breakdowns.*

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