

Decision Makers: Human Resources

50,000 Contacts

ThinkingData

Description

Extensively researched, this file has been built in order to identify specific named contacts responsible for Human Resources and Personnel decisions across UK businesses.

This file covers HR directors and managers, training and staff development contacts 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 human resources or personnel 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, legal and payroll affairs, and corporate hospitality.

Selections

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

Data Costs

| | |
|--------------------|-------------------|
| Postal Only | |
| Single Use | £150 per thousand |
| 12 Months Lease | £225 per thousand |
| Outright Purchase | £300 per thousand |

| | |
|-------------------|-------------------|
| Email Only | |
| Single Use | £180 per thousand |
| 12 Months Lease | £230 per thousand |
| Outright Purchase | £320 per thousand |

| | |
|---------------------------|-------------------|
| Postal & Email | |
| 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 |

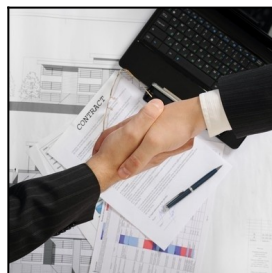
Output & Delivery

| | |
|---------------|------------------|
| 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



Corporate member



For more details call 0333 772 1927
or email think@thinking-data.co.uk

Decision Makers: Human Resources Breakdown



Sector Coverage *number of companies*

| | |
|------------------------------|-------|
| Advertising & Promotion | 551 |
| Agriculture & Horticulture | 204 |
| Catering & Hospitality | 1,480 |
| Construction & Contractors | 1,482 |
| Education & Training | 3,339 |
| Financial Services | 1,425 |
| Government & Public Sector | 781 |
| Information Technology | 1,273 |
| Legal & Accounting | 1,130 |
| Manufacturing | 4,138 |
| Medical & Health | 2,433 |
| Personal & Business Services | 5,847 |
| Professionals | 2,221 |
| Retail | 2,105 |
| Sports & Leisure | 1,156 |
| Transport & Logistics | 1,751 |
| Wholesale & Distribution | 1,120 |

Turnover Bands *number of companies*

| | |
|----------------------------|-------|
| Under £50,000 | 761 |
| £50,000 to £100,000 | 1,260 |
| £100,000 to £250,000 | 2,116 |
| £250,000 to £500,000 | 2,190 |
| £500,000 to £1,000,000 | 2,477 |
| £1,000,000 to £5,000,000 | 6,779 |
| £5,000,000 to £10,000,000 | 2,837 |
| £10,000,000 to £20,000,000 | 2,914 |
| £20,000,000 to £50,000,000 | 2,713 |
| £50,000,000 and over | 3,320 |

Regions *number of companies*

| | |
|------------------------|-------|
| Central London | 5,264 |
| Central Southern | 3,580 |
| Channel Islands | 148 |
| East Anglia | 2,254 |
| East Midlands | 1,887 |
| Home Counties | 1,850 |
| North West | 3,440 |
| Northern Ireland | 792 |
| Outer London | 940 |
| Scotland | 2,270 |
| South East | 1,481 |
| South West | 1,732 |
| Wales & Borders | 1,250 |
| West Midlands | 2,486 |
| Yorkshire & North East | 3,528 |

Employees *number of companies*

| | |
|----------------------|-------|
| 1 to 5 Employees | 4,160 |
| 6 to 10 Employees | 2,354 |
| 11 to 20 Employees | 3,370 |
| 21 to 30 Employees | 2,599 |
| 31 to 50 Employees | 3,929 |
| 51 to 100 Employees | 4,808 |
| 101 to 200 Employees | 3,467 |
| 201 to 300 Employees | 1,336 |
| 301 to 500 Employees | 935 |
| 501 and over | 809 |

Channels *number of contacts*

| | |
|-------------------|--------|
| Postal | 50,198 |
| Telephone Numbers | 26,177 |
| Email Addresses | 19,205 |

*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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