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Prospect360

... giving you the full picture...

Company Profile and Services

Prospect360
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Company Overview

Intertec Data Solutions Ltd and its trading company Prospect360 is a UK registered business currently with 6 members of staff based in the UK, involved in client account management, list brokerage, sales, marketing consultancy and IT development. We also utilise a number of part-time and contract staff working on various client projects, including a bank of graduate-calibre home-workers / freelancers we manage for telemarketing based lead generation and telephone research activities.

In addition to our UK team we have 15 staff members based in India, responsible for various aspects of telemarketing, market research, website development / support and back office administration support.

Prospect360 (www.prospect360.co.uk) is a trading name and part of our parent company Intertec Data Solutions Ltd (www.intertecdatasolutions.com) main areas of which can be found from our websites. We have been established for 5 years, and over this period we have over-exceeded our clients' expectations and worked with key decision-makers across all industries and many worldwide countries. The majority of our list-based revenue is generated through word of mouth, as we are renowned for being strategic, cost-effective and extremely knowledgeable. Our experience means we can objectively recommend a suitable list or data source for your business or marketing campaign. For some of our clients we go that bit further and offer marketing consultancy, in terms of how leads should be used and the best route or channel to deliver your sales and marketing messages to potential customers.

Prospect360 is the list broking division of our business and has been specifically set up for the provision of Business-to-Business and Business-to-Consumer marketing data for the purposes of mailing, telemarketing, market research, email-marketing and SMS. We supply both UK and international data to telemarketing companies, mailing houses, banks, insurance companies, marketing agencies and end users (businesses executing their own marketing in-house). Please see below for the types of data we provide, and which search variables can be strategically manipulated to enhance results and ROI.

Intertec Data Solutions Ltd and its trading companies specialise in both online and offline marketing, offering a complete portfolio of IT services and back office outsourced support services. Our range of marketing solutions include:

- Provision of data for marketing campaigns including business to business and business to consumer pre-profiled data, senior level decision makers, telephone numbers, addresses, email addresses and other factual based information.
- Data Cleansing – ensuring your company data is fresh and reliable.
- Market Research – researching new markets, customer satisfaction etc.
- Data profiling – bespoke data collection achieving your pre-agreed criteria.
- Lead Generation – identifying credible business opportunities for you to follow up.
- Appointment setting - arranging meetings with prospects who are interested in your offerings that achieve your pre-agreed appointment criteria.



- Back office management support and outsourced book keeping.
- Mail Shot campaigns including fulfilment.
- Website design, including full e-Commerce and payment gateway developments.
- Web promotion through search engine optimisation and pay per click methods and e-newsletters.
- PC based SMS text messaging service
- PC and network support and maintenance
- Channel partners with an award winning ISP for the provision of web hosting and broadband services.

Since inception in 2003, we have helped many businesses improve their sales volume and exposure in the market place as well as providing IT support and front and back office outsourced services. We have also become the preferred suppliers for a number of small, medium and large-sized businesses with many being regular clients.

Prospect360 – The list brokerage Service

Prospect360, the marketing data and list brokerage division of Intertec Data Solutions Ltd provide UK and International B2B and B2C data.

Business-to-Business Data

We have several different sources in our portfolio for B2B data and we use our expertise to match a clients' requirement with the most viable data source. Databases are subject to ongoing telephone and e-mail verification so data remains fresh.

The main features of our B2B data include:

- All telephone numbers are cTPS screened at time of delivery. Same for email/mail data if specified.
- All Data is sourced from leading UK data-owners.
- Standard variables provided are Senior decision maker, Job Role, Company name, Address, Telephone number, SIC / Industry sector description – for UK data SIC 1 – 5 or Thomson codes, (company turnover and employee bands on request).
- Standard 2 for 1 replacement policy on anything over 5% wrong/disconnected numbers for UK Data; 90% for e-mails.
- For UK data, clients can select postcode, town/city, County, DTI region or radius count from a specific location (e.g. within 50 miles of your sales office)



- Information relating to when a business was established, new companies or struggling companies.
- Clients can also benefit from our predictive modelled data profiling. This information comes with over 75%-80% accuracy. Fields that can be selected include: likely telecoms (landline/voice/data/mobile) spend, number of handsets etc.), IT (number and spend on computers) as well as fleet (company vehicles), Energy (gas and electricity spend), office supplies, financial requirements and corporate travel.
- For B2B data we aim to submit proposals and counts within 24hrs of receiving your brief. Data delivery is 24hrs after order confirmation.

Business to Consumer Data

There are around 6000 consumer data sources available in the UK alone; Prospect360 will work with you to ensure you are using the most cost-effective and suitable list for your requirements.

The main features of our B2C data are:

- All telephone numbers are TPS screened at time of delivery. Same for email/mail data if specified.
- All Data is sourced from UK data-owners.
- Free data replacement service for databases containing more than 10% for wrong/disconnected numbers. Same for emails.
- Basic / Standard data consists of electoral roll information, matched against industry leading data analytics to append additional variables and verify contact details. In addition we can provide prime / premium data which establishes, mobile phone contract details, broadband provider, insurance type, car ownership, affluence/household-income, charity giving status, stocks/shares/banking, adverse credit and shopping habits to name but a few.
- For UK targeting, clients can choose location-based criteria such as postcode, town, county, country etc. International data can also be selected based on continents, countries and towns/cities.
- For sales projects we offer our exclusivity promise on b2c databases, we won't sell the same record/lead to ANYONE in 3 weeks and any direct competitor within 6 months. This ensures prospects are not being over-targeted, especially by competitor businesses.
- Data Modelling - For data purchases that aren't straight-forward we can model data, based on a client's existing database or based on assumptions using conventional wisdom and analysis, e.g. modelling data to target consumers with a pension (Age, location, financial status, employment history etc).
- For B2C data we aim to submit proposals and counts within 24hrs of receiving your brief. Data delivery is 24-48hrs after order confirmation.



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Testimonials:

“We have been working with Prospect 360 for over 3 years now, no matter how obscure my data requests are, they always find a suitable solution for my clients. As proposals and costs submitted are always cost-effective we are able to mark-up the costs to generate additional revenue, while still offering the end client with a cost-effective solution” – Operations Director, leading UK telemarketing company

“We tested some data sent from Prospect360 to measure against our existing data source in relation to generating home insurance leads. This data far outperformed our existing source in terms of conversion rates and cost per sale.” – UK Insurance provider.

“To support a new sales team we purchased a b2c database of adverse homeowners, and received un-precendented results when offering debt management solutions on behalf of our client. The level of data supplied meant our call agents were not wasting time with wrong numbers and poor quality leads” – Call Centre Manager, IVA client.