

## FULLY COMPLIANT “UNIQUE” B2B CORPORATE PROSPECT DATABASES FOR OUR CUSTOMERS



### Challenge

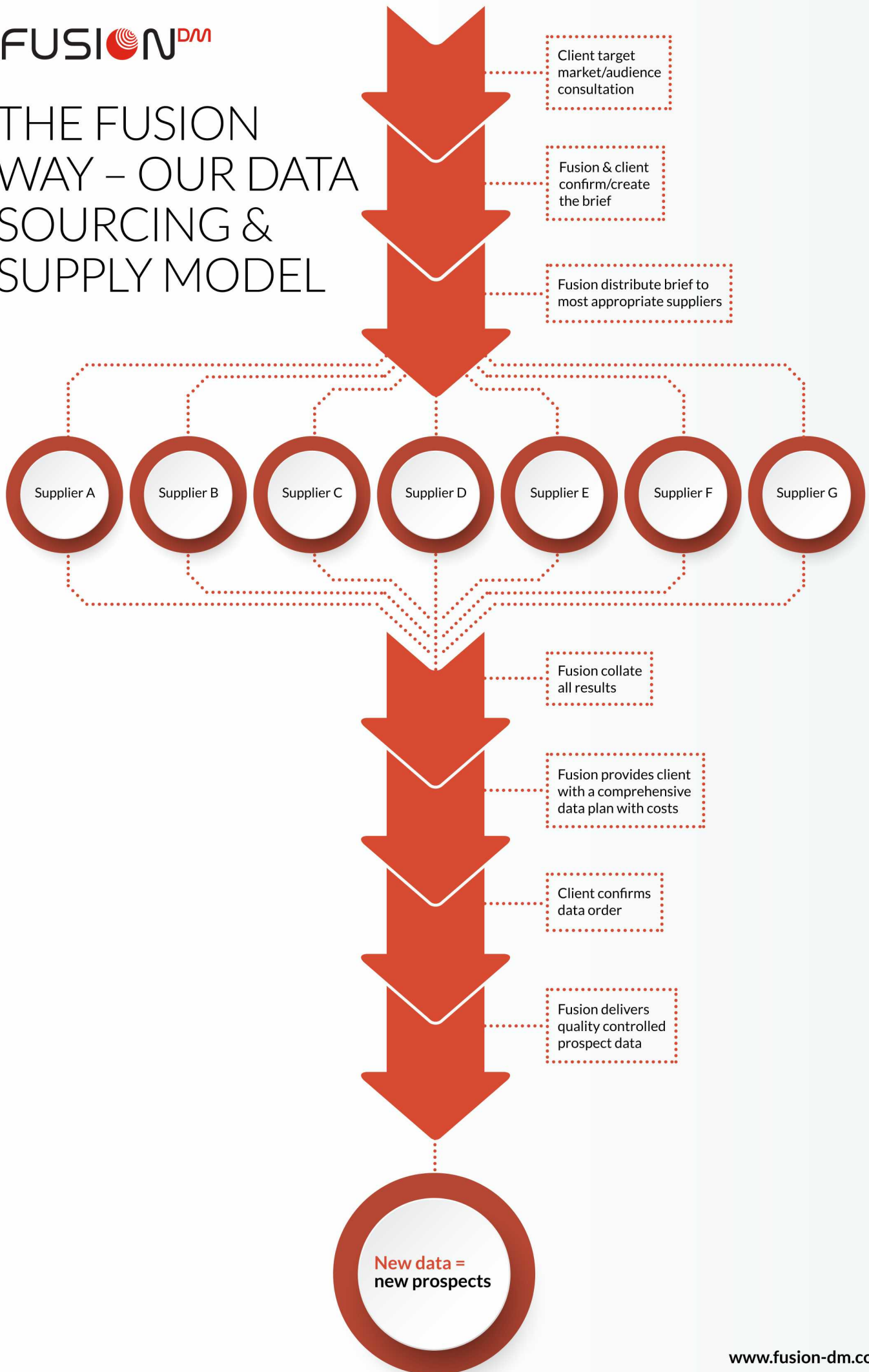
- Do you struggle to find compliant, unique, high quality audiences for customer acquisition campaigns?
- Is your B2B marketing data out of date and no longer compliant with data regulations?
- Are you confused or overwhelmed by the range of B2B data offerings available?
- Do you have B2B data compliance expertise?

Using our combined experience of more than 55 years, Fusion have the knowledge and expertise to find and deliver accurate global B2B data that is not easily found. Our uniquely transparent approach establishes exactly what you need for your campaign, we work with you to build a detailed brief, we research the available marketplace and provide you with the universe of sources for the data you want to create your unique prospect database universe.

We recommend the best data sources for your specific needs but allow you to choose which sources you want us to use. We carry out full due diligence on data compliance and quality and negotiate better rates than you would typically achieve. We run full suppression against your existing data to ensure that you only purchase new unique data and we have the capability to update any records you have that may be inaccurate. All this is supported with a 100% data delivery guarantee.



# THE FUSION WAY – OUR DATA SOURCING & SUPPLY MODEL



Over many years we have developed a unique and comprehensive model unrivalled in the marketplace to ensure that you get the data you need to deliver successful campaigns.

## STAGE 1

### Data Segmentation Brief and Count Results

We work with you to identify who are your prospects? Geography, Industry, Job Title, Company size etc and from this we create a detailed brief. Using our experience in the B2B data marketplace we select and send your brief to those B2B lists that are best suited for your campaign. We collate the results and provide counts/breakdowns/costs from each individual supplier in an easy to read presentable document.

## STAGE 2

### Shortlist

Using breakdowns and information supplied we work with you to shortlist the relevant databases and selections

## STAGE 3

### Dedupe /Suppression

We suppress your customer data against the supplier data, if multiple lists are selected, we also ensure we dedupe those!

## STAGE 4

### The Data Plan!

A summary of all "unique" lists and associated costs AFTER all suppressions... negotiations begin to provide you with a cost effective unique prospect data solution!

## STAGE 5

### Delivery and supply of your unique customer prospect database

All data is quality checked to ensure you receive what you asked for. We remove all data that does not meet your selection criteria and deliver the data in the way you want!

**"95% of all new business from Fusion is generated from customer recommendations."**

## STAGE 6

### After sales

95% of all new business from Fusion is generated from customer recommendations. We are here to support and assist you before, during and after a purchase to ensure you get a return on your data investment. We offer a 100% guarantee on all data that we provide, we replace all hardbounces/goneaways within 30 days of the supply and if replacements are not available a pro-rata credit will be issued.

# HAYMARKET CASE STUDY

The marketing team at Horticultural Week, a Haymarket publication asked the Fusion DM team to expand their current database with new horticulture suppliers so that they could promote both subscriptions to the magazine and advertising in their business directories. Following extensive research and an exercise to dedupe the new data against the existing long established data we were able to fulfil the brief and supply an additional 18,300 highly targeted horticulture business records saving the client huge amounts of time and cost and improving their new customer acquisition results.



**"we were able to fulfil the brief and supply an additional 18,300 highly targeted horticulture business records saving the client huge amounts of time and cost and improving their new customer acquisition results"**

## About Fusion

Fusion DM is an independent and unbiased B2B Data consultancy. Established more than 14 years ago and a team that has more than 55 years B2B data experience. We work across the B2B market but have incredible depth of experience working with B2B event organisers, conference companies and B2B media and publishing companies. We pride ourselves on our service levels and transparency of operation so you see exactly what you are paying for and we guarantee the data we supply to you.