



ProspectaBase

DATASHEET

InteliData

Target Budget Holders With Real-time Data Accuracy



ProspectaBase

Most companies that subscribe to data intelligence lists struggle with keeping purchased data up to date once it enters an internal CRM or marketing database. This undoubtedly results in data quality deterioration.

With list subscriptions often carrying quite a hefty price, the consequence of deteriorating data is an inability to capitalise on the investment that you've made.

The InteliData service is designed to help you overcome this challenge.

Using InteliData, customers gain access to all of their target data intelligence and current IT budget decision makers or influencers, with granular audience segmentation capabilities and real-time data updates. Functionality that means your data never deteriorates and your list never goes stale.

InteliData

From ProspectaBase

What Does IntelliData Offer?

Online data portal	Access to your target audience criteria through ProspectaBase	Real-time data updates
The ability to easily add new data to your personalised portal	Segmentation of targeted lists for personalised marketing or sales initiatives	Segmentation by vertical, size of business, geography, current vendor, installation sites or buying personas
Immediate production of data counts for scoping your next sales or marketing campaign	Granular data segmentation	Export data lists with ease

InteliData is your solution to simple online data segmentation.

Your data is transferred into our marketing automation engine and is cleansed and churned to create accurate, clean B2B marketing lists.

Your clean data can then be segmented according to campaign requirements and used as and when necessary, safe in the knowledge that you're targeting the right people at the right time with the right information.

This service provides IT budget holders with real-time data accuracy.

About ProspectaBase

ProspectaBase is a specialist database designed for the IT industry. Its end user data intelligence combined with vendor installation data provides insight which develops into lead opportunities, lead liaison and lead generation.

A Glimpse Inside ProspectaBase

Contacts:

- 300,000+ UK contacts
- 110,000+ IT budget decision makers
- 140,000+ IT budget influencers

Vendor Installation Sites by Technology Remit:

- Data centre - 50,048
- Business intelligence - 9,105
- IT & network security - 49,996
- Networking & telecoms - 9,834
- Cloud - 93,996

Looking for market intelligence for your next campaign? Ask the data experts:

[REQUEST A DATA SAMPLE](#)

OUR PEDIGREE

Having worked in the IT industry for over 20 years, ProspectaBase is a leading supplier of IT focused B2B data lists.

ProspectaBase is renowned for providing accurate and intelligent end user data for engaged IT decision makers.



ProspectaBase Ltd
Nortec House
12 North Bar
Banbury
Oxfordshire
OX16 0TB

For more information please visit:

www.prospectabase.co.uk
t. 0800 36 88 343
e: data@prospectabase.co.uk