

A fresh approach to marketing

Finding and winning new customers is an essential element of every business strategy. Having the very latest market intelligence means that you can segment, identify and target new customers more accurately and at a fraction of traditional marketing costs.

At a time when every marketing department is under pressure to produce better results with tighter budgets, working with suppliers who can deliver tangible results quickly and cost-effectively is paramount. Insight Data has transformed the way companies find and win new customers.

Your database marketing partner

Established in 2006, Insight Data has grown rapidly and is now the leading supplier of prospect data in the fenestration and building industry. More than 300 subscribers rely on Insight to help them find new customers, ranging from international conglomerates and British PLC's to leading manufacturers, distributors and accreditation bodies.

Insight Data is registered with the Information Commissioner for Data Protection and is an accredited member of the internationally renowned Direct Marketing Association. A dedicated, state-of-the-art research centre with a highly experienced telephone research team ensure clients benefit from the most relevant and accurate information, while Insight's in-house software team have continued to develop groundbreaking, award winning software that help clients segment, target and manage prospects.



In recognition of continued growth, job creation and commitment to innovation, the Government-backed Enterprise Agency awarded Insight Data outright winners of the "Business of the Year Awards" in October 2009, presented by Barclays Bank.



“Membership of the Direct Marketing Association is only available to those companies who demonstrate the highest professional standards. Insight Data has continued to drive forward with its commitment to raise standards and we are delighted to award DMA membership for another year.”

Andrew Buffrey - DMA

A quality database starts with quality research

Most data suppliers hold records of millions of businesses. Yellow Pages, for example, has 2.3m records across hundreds of industry sectors. It is clearly not practical for general data suppliers to collect in-depth information or frequently update records.

Insight Data is different. We specialise exclusively in the fenestration and building industry. Our team of telephone researchers complete an intensive training programme that covers the industry, products, suppliers as well as telephone skills. They understand the information they collect during research calls.

We sift through the vast amounts of raw data from multiple sources and verify it carefully before including it in our databases. What's more, with the largest industry-specific research team we update our databases more frequently than any other supplier.



Our Data Analyst monitors data accuracy, checking updated records to ensure our research team meet quality standards, while a wall-mounted screen displays research activity and results for all to see, creating a sense of accountability and achievement.

New VoIP Telephone Technology

In early 2010, Insight invested in a new state-of-the-art VoIP (Voice over Internet Protocol) telephone system designed for over 40,000 telephone calls every month. A sophisticated system tracks researcher call patterns, identifies which companies to call and automatically updates our Salestracker software system.

Mail Returns

Having our own direct mail division means we mail every record on our database once a week on average. This enables us to identify "gone aways" much faster as undelivered mail is returned to us. Our telephone researchers then update these records before their usual call cycle, giving even more accurate data and a 99.75% average deliverability rate for your own direct mail - saving you considerable time and money.