

## UK Architects

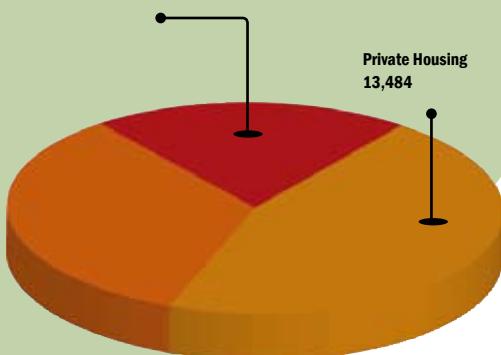
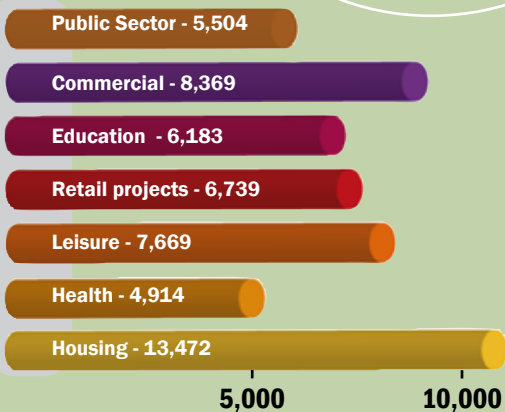
**If you want to target the building industry you need to contact architects**



### The Insight Architects and Specifiers Database

The Insight database is constructed of over 14,068 architects and practices who operate in the building industry across a wide range of sectors. Within each sector you can drill-down further to access a sub-sector which enables you to precisely target architects most relevant to your product or service.

#### Architects by sector



#### Sub-section of housing sector

Whether it's the health sector or housing, education or commercial property, the Insight database will help you pinpoint the architects who work in your target market.

#### The Insight database of Architects and Specifiers

Never before has the ability to target architects been so important. Gain a competitive advantage by communicating directly with architects in any of the main market sectors, or go one stage further by drilling down to get to exactly the right contact for your business.

Over 14,068 architects and practices operating in all the major building sectors are listed, with detailed information on which sectors and sub-sectors they operate in. Target top-level sectors such as housing, education or health, then drill down to select architects that operate in sub-sectors such as private or social housing, schools or universities, hospitals or surgeries.

With seven top-level sectors to choose from you can develop highly targeted strategies to bring your products to the right specifiers.

#### It's never been easier

Purchase address labels for your mailshots or a spreadsheet of contacts for multiple use. Or if you want to target architects on a regular basis, subscribe to Salestracker, our online prospect database system.

Simply log-on from any internet-enabled PC and create a prospect list by category, region or postcode, ideal for direct mail, email marketing, telesales or as a follow-up list for your sales team. The built-in CRM function means you can track your marketing activity and record notes.

*The nature of the commercial market means it makes sense to get your products in front of architects at a very early stage. The Insight Architects database contains the details of the people we need to target – giving us a great opportunity to get in earlier in the specification process."*