

## A fresh approach to marketing

### 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.

### 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.



## Irish Fenestration

### Window, door & conservatory companies in the Republic of Ireland

The Republic of Ireland fenestration database contains information on over 800 companies who manufacture or install windows, doors and conservatories.

The database provides details on products, materials, preferred frame/roof brands and volume and is updated continuously by Insight Data's telephone research team.

The Insight Data ROI fabricator and installer database contains address details by Irish county rather than postcode, as postcodes are not used in the Republic of Ireland to the same extent as the UK.