

A SMALLER MARKET, BUT **BIGGER** OPPORTUNITY

The industry landscape has changed significantly since the Covid pandemic in 2020, with continued consolidation, mergers and acquisitions, and business closures through insolvency or retirement.

But this creates new opportunities.

Fewer companies mean less competition.

But you can't stand still and expect customers to come to you. You need to know who they are, where they are and put your business in front of the decision makers.

Sign up to **Salestracker** and you'll have full view of the industry in real time. Businesses that are closing their doors, new companies launching. And, of course, access to 60,000 potential new customers across trade, commercial and new-build sectors.

DATABASE OVERVIEW

FENESTRATION
22,000 Contacts | 18,400 Emails

LOCAL BUILDERS
28,000 Contacts | 22,540 Emails

CONSTRUCTION FILE
6,450 Contacts | 6,540 Emails

ARCHITECTS
17,160 Contacts | 19,740 Emails

BUILDERS MERCHANTS
10,510 Contacts | 13,250 Emails

Discover more about our databases. Scan here to arrange a discussion with one of our team



THE SECRET BEHIND THE DATA

RESEARCH TEAM MAKE MORE THAN 20,000 CALLS A MONTH



Behind every record on **Salestracker** sits our secret weapon. A UK-based research team with more than 60 years of combined experience. They make more than 20,000 calls every single month, verifying information, updating records.

Forget old contact lists, directories or online searches, this is the real deal. Not just contact information, but detailed information about products, suppliers, volumes, market sectors and much more.

Our call-centre team is one of seven methods we use to update the Insight database, ensuring our customers have access to market intelligence not available anywhere else.

So instead of wasting time and money targeting businesses that are no longer trading or relevant, your sales and marketing team can be talking to your ideal prospects within minutes.



NEWS IN BRIEF

INSIGHT DATA ACHIEVES ISO9001 CERTIFICATION

Insight Data has retained its ISO9001 certification for the fourth year running, following a detailed independent audit of our internal systems and processes.

ISO9001 is one of the most recognised quality management standards in the world. The certification confirms that we consistently meet the highest standards in how we manage data, serve our customers, and run our operations. For our clients, it means the data they rely on to make business decisions

comes from an organisation that takes quality seriously at every level.

Alex Tremlett, Commercial Director at Insight Data, said: "Securing ISO9001 for the fourth year in a row shows how driven and determined our team is to deliver a great service for our customers. A certificate of this calibre demonstrates to our customers that we always work to an incredibly high standard. I'm incredibly proud of the team and their commitment to achieving excellence."

Stay **One Step Ahead** with **Salestracker Alerts**

They say knowledge is power, and with **Salestracker**, we put that power at your fingertips.

Take **Salestracker Alerts**. It automatically notifies you if a customer has a change of circumstances such as credit rating, suppliers, or decision makers.

And it works for sales leads too. Once you've marked them as a prospect, **Salestracker** will continue to monitor them, alerting you when they've changed products or contact details. And if their credit rating changes, your team will be notified too.



It's all part of the **Salestracker** notification system, which also includes reminders, follow-ups and tasks - all designed to help you grow your business and reduce risks.

insightVision



CELEBRATING 20 YEARS OF SERVING THE INDUSTRY

SPRING 2026

BUSINESS IS BETTER WITH INSIGHT

THE NEWSLETTER FROM THE UK'S NO.1 SUPPLIER OF PROSPECT DATA FOR THE GLAZING AND BUILDING INDUSTRY

IT'S TIME TO RE-WRITE THE **2026 BUSINESS PLAN**



It's difficult to be optimistic and growth-focused given current market conditions. Uncertainty in the Middle East is pushing up costs. Taxes and new legislation are crippling many businesses, and across the glazing industry, demand has slowed.

But there is also opportunity, in fact, millions of pounds worth of opportunity.

The businesses that will come out of this period strongest aren't the ones waiting for conditions to improve. They're the ones making decisions and investing in growth regardless of market conditions.

When the pie becomes smaller, they are the ones chasing a larger slice.

That's where Insight Data comes in. We help companies attract, convert and retain more customers than you ever thought possible across trade, commercial and new-build sectors.

As Insight Data celebrates 20 years of serving the glass and glazing industry, we hope you enjoy this 'Growth Edition' of Insight Vision.

Andrew Scott

Andrew Scott
CEO and Founder, Insight Data

INDUSTRY WELCOMES NEW BUSINESS GROWTH EVENT

Insight Data has announced a dynamic new event to boost the glass and glazing industry.

'InsightEDGE' is a one-day conference and workshop focused entirely on sales, marketing and business growth.

Alex Tremlett, Commercial Director of Insight Data commented: "We know the market is challenging right now. Volume is down, margins are squeezed and costs are up. But while some companies hesitate, others will push forward and take market share. **InsightEDGE** will equip attendees with the knowledge and skills to dominate their existing market and exploit new ones.

"Delegates will walk away from this event with renewed clarity, cutting edge strategies and new skills that can be applied immediately to attract, convert and retain customers."

InsightEDGE is aimed at hands-on sales and marketing teams as well as business leaders and senior management.

Taking place in the West Midlands on September 17th, this is a must-attend for leaders and teams who want to drive revenue and margins despite industry conditions or economic uncertainty.

Spaces are limited and can be booked at insightdata.co.uk/edge



Designed exclusively for:



Directors and Managers



Marketing Teams



Field and Office Sales

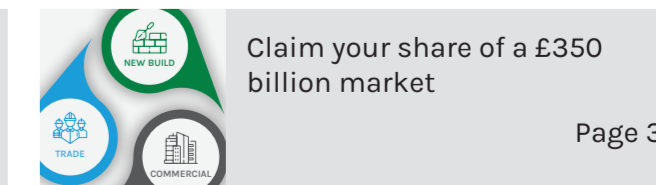
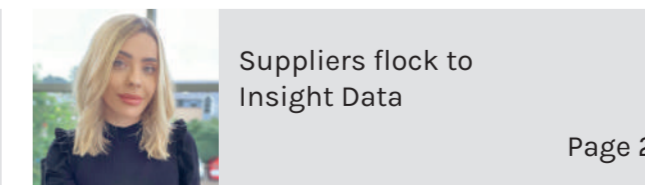
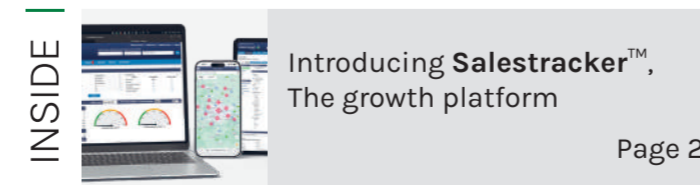


Customer Service

Bring your team. Leave aligned. Execute faster.



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INTRODUCING SALESTRACKER, THE GROWTH PLATFORM

MORE LEADS. BETTER SALES. HAPPIER CUSTOMERS.

Salestracker is the online platform that gives access to the Insight database of 60,000 trade, commercial and new-build customers. But it's much more than just a database.

It's a powerful growth engine designed to super-charge business success and help you grow profitably, even in a difficult market.

With Salestracker, marketing teams generate more high-quality leads. Sales people are more effective and close more deals. And your customer retention rate is better than ever.

Andrew Scott, CEO of Insight Data, explains: "We've helped our customers generate hundreds of millions in revenue, but it isn't just about identifying new prospects."

"For large companies at the top of the supply chain it's about understanding and shaping the industry strategically. For everyone else, it's about winning new customers and maximising the lifetime value of existing customers."

Salestracker was designed for the supply-side of the fenestration and building products sector, and even the least tech-savvy team members can be up and running in 60 minutes and delivering results in days, not months.

"We tracked the success results of hundreds of companies, mapped out the common patterns and designed Salestracker around three core principles - Attract, Convert, Retain."

ATTRACT
This is Salestracker's marketing function, and it's all about generating a constant stream of pre-qualified new-business enquiries and ensuring your existing customers are encouraged to spend more with you.

CONVERT
The sales process - converting leads into quotes or appointments, and then into buying customers. But not just any customers. Salestracker helps your sales team build a pipeline of high value, good margin customers with safe credit ratings.

RETAIN
Maximising the lifetime value of a customer means providing great products and service, but it's also about relationships and customer experience. Get it right, and customers increase spend, recommend you and give testimonials and reviews.

Want to learn more?
Contact our team to
book your demo.



KEY FEATURES OF SALESTRACKER™



Suppliers flock to Insight Data

April was a major milestone for Insight Data as we passed 1,000 active users of Salestracker, our growth platform that powers sales and marketing.

Kirsty Winter, Head of Sales for Insight commented: "We are thrilled that so many businesses are switching to Salestracker. Users simply log-in from their desktop, laptop or mobile and can be up and running in 60 minutes, chasing new trade or commercial customers."



"Our customers tell us that CRM systems like Salesforce, Hubspot or Monday.com are too complicated and need expert configuration. Salestracker can do 90% of what these big, expensive and complex CRM's can but it's designed 'out of the box' for our industry and most importantly, it already has up to 60,000 potential customers built-in!

"We've seen businesses go from scattered spreadsheets and missed follow-ups to a fully organised pipeline within days of getting started. Sales teams spend less time searching for information and more time actually selling. And because the data is live, every decision is based on what's happening right now."

Salestracker can run alongside existing CRM systems or replace them completely. Contact our team for your free online demo.

Insight announces £1 million investment in future growth

As part of a £1m investment, Insight Data has embarked on a major expansion plan that includes several new appointments, promotions and investment in new technology.

Andrew Scott, CEO of Insight Data gives the details: "We've expanded our software team to six developers with the addition of two new engineers, Sam and Levi, while Michelle Ireland, who has been with the company for eight years, has been promoted to Data Analyst."

"Meanwhile, Ross Brock and Courtney Hewett have joined the business - Courtney as Customer Success Executive to help our customers get the most from Salestracker, while Ross becomes Growth Manager, focused on marketing and supporting customers with their own growth strategy."

"As we go to press, interviews are ongoing for a string of new roles, including sales, technical and support roles."

The investment also includes a roll-out of new product developments, infrastructure and resources, many of which will be revealed over the next few months.



(L-R) Sam and Levi



12 YEARS OF SUCCESS FOR WINDOW WIDGETS

Gloucester-based Window Widgets has been using Insight Data's Salestracker platform for over 12 years, and it's become central to how their business operates.

As a Premier Partner, Insight helped them develop a fully customised platform connecting their sales people, marketing team and technical support all in one place. Customer data, account notes, internal information, all of it logged, accessible, and up to date across the business.

Jo Trotman, Sales & Marketing Manager at Window Widgets, said: "Salestracker has been invaluable to our business for over 12 years. It's highly adaptable and

has been customised to meet our specific needs, allowing us to categorise customers effectively and ensure our sales, marketing and technical teams always have access to the most up-to-date information."

Rob Sheppard, Insight Data's Customer Support Executive, commented: "We work really closely with Window Widgets both across Salestracker and our email marketing platform, STEM, which gives users all the power of Mailchimp or other email platforms."

Salestracker can operate as a stand-alone growth platform alongside existing CRM platforms, or replace your old CRM completely - contact our team to find out how!

CLAIM YOUR SHARE OF A £350 BILLION MARKET

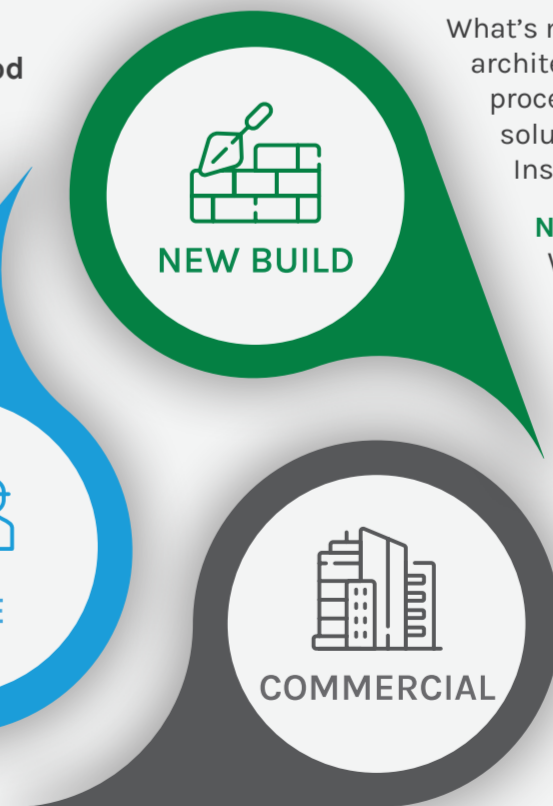
It's a question most business leaders face at some point. Do you double down on what you're already good at, or do you push into new markets in search of growth?

With Insight Data we can help you find lucrative new customers across trade, commercial and new-build markets - companies that are spending millions with your competitors right now.

TRADE
More than 13,000 window, door and conservatory companies are buying the products and services you supply. What's more, over 18,000 local builders are sourcing glazing products direct from a manufacturer, through a trade-counter or through a builders merchant (and sometimes in serious volume).

With Insight Data, you can target the entire supply chain, with detailed information about fabricators and installers, trade-counters, local builders and merchants.

COMMERCIAL
Connect directly with the decision makers within the UK construction supply chain. Promote your brand and products to main contractors and major maintenance/ refurbishment companies.



What's more, now you can reach out directly to architects and specifiers early in the specification process, building trust and positioning your solution as the preferred option. It's all on the Insight database.

NEW BUILD
While new-build housing stats aren't meeting the government targets, they still represent billions of pounds in opportunity.

Insight Data gives you full access to national, regional and local housebuilders with detailed contact information to help you get on the tender list.

THE INSIGHT ECO-SYSTEM
Whether you want to exploit opportunities in the trade, commercial or new-build sectors, our team can show you how to get the best from each Insight database and Salestracker, our growth platform, to unlock unrivalled growth and revenue.

Looking to diversify into new markets?
Speak to the experts at Insight, call us on 01934 808 293
or email hello@insightdata.co.uk