



ProspectaBase

DATASHEET

# PureData

Turn Web Form Fills Into Intelligence-rich Leads



Many marketing departments tend to use 'gated content' as a means of gathering prospect data and generating leads from web form fills. Typically a web form sits on top of thought leadership collateral such as whitepapers or survey results, but can also be a gateway for event or webinar registrations. Whatever the gate is designed for, its outcome is usually the same - to gather company and contact details to populate a CRM or marketing database for sales follow up.

The challenge is that fake or inaccurate details can be entered which results in databases being filled with poor intelligence, which leads to wasted sales efforts.

PureData is the answer to clean and intelligent B2B marketing data. The service eliminates 'micky mouse' form fills (including B2C domains) to avoid compliance issues and injects only the most pure and accurate B2B data to your CRM.

PureData turns basic, dirty data into intelligent, clean data. It adds infrastructure intelligence to new accounts, to create intelligence rich leads for personalised, targeted telemarketing or emarketing.

## What Does PureData Offer?

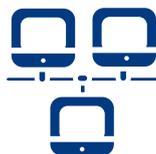
- Cleansing / appending of your web form fill data;
  - Company details (company name, address, telephone number etc)
  - Contact details (first name, last name, email address, direct dial, mobile number etc)
  - Additional contact details for IT decision makers or senior IT budget influencers
- Enriching your web form fill data with existing IT landscape and installation details;
  - Number of network users, physical / virtual server count and data volume
  - Vendor installation insight for remits such as:



DATA CENTRE



IT & NETWORK  
SECURITY



NETWORKING  
& TELECOMS



BUSINESS  
INTELLIGENCE



CLOUD





## 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](http://www.prospectabase.co.uk)  
t. 0800 36 88 343  
e: [data@prospectabase.co.uk](mailto:data@prospectabase.co.uk)

