



ProspectaBase

**DATASHEET**

# DataBeat

At the Heart of Your Data



DataBeat gets right to the heart of your data, identifying your customers with the most potential for profitability. The service enables you to understand or analyse your profitable customers, prospects or target market sweet spot and to use this knowledge to target other, similar, organisations.

DataBeat adds our intelligence to your existing data allowing you to inject new life into potentially stale data, to uncover new opportunities with your most profitable customers and to identify new target accounts.

Understanding key demographics or trends amongst your profitable end user customers allows you to focus efforts on targeting similar organisations. Customer relations are about human to human interactions and it reassures us to know we're purchasing from entities that already have known experience with similar calibre set-ups, projects and operations.

With DataBeat you can analyse existing customers and create a strategy to define a database of prospects that fits a similar criteria to those end users already fulfilling your bottom line.



## Revitalise the profitable data within your database



### DataBeat Phase 1:

ProspectaBase experts will work with you to analyse your current profitable end user customer base. Analysis covers a number of key remits

- Verticals
- Size of organisation (number of network users, data amounts, server amounts etc.)
- Level of buying persona engaged with

ProspectaBase can also provide more granular insight on remits such as:

- What customers currently invest in (i.e. what vendor technology are they buying from you)
- What the customers have across their IT landscape (i.e. standardisation on vendor across various IT landscape remits, such as NetSec, Data Centre, Cloud etc)

### DataBeat Phase 2:

Analysis of your database to discover any unidentified, 'sweet spot' data on your system.

We will produce an analytics report, based on the findings and a granular breakdown of the recommended demographics for enriching your business. We will also provide additional data that fits the recommended audience criteria to your existing (profitable) end user customer base.

### Option 1: Analyse Your Existing Database

You're likely to already have existing data that you've purchased or acquired over the years, but are unaware that your database already houses data that falls into the same criteria as your end user customer base - potentially stale.

Let us delve into your cold or prospect database to identify:

- Suitable records to the recommended demographics
- Update all records with up to date details
- Enrich these records with current IT decision maker or senior influencer credentials
- Append additional IT installation details

You can then re-import the data into your database to create a meaningful target data source.

### Option 2: Use ProspectaBase Data Intelligence

If you'd rather leave your existing database alone and simply acquire net new data that falls within the parameters of the recommended audience demographics, your new data set can be easily gleaned from ProspectaBase.

A data list will be sourced from ProspectaBase on all required demographics and supplied back to you within your database import template. This will include:

1. Full company details
2. IT decision maker / senior influencer contact credentials
3. Existing IT installation detail





## 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 focused on 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.

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