Decision Makers:
Information Technology
63,900 Contacts

ThinkingData

Description

Extensively researched, this file has been built in order to identify specific named contacts responsible for Information Technology and Computing decisions across UK businesses.
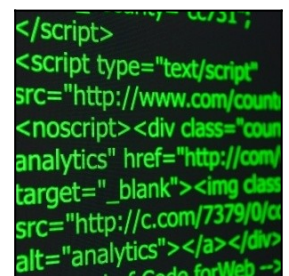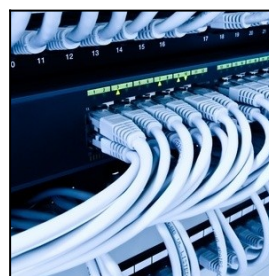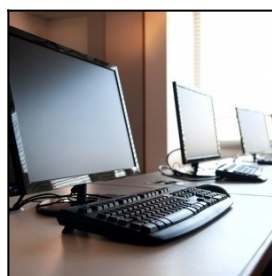
This file covers IT Directors and Managers, Network Specialists, Computer Systems managers and many more. Postal, telemarketing and email contact channels are all available.

Data is pooled from a variety of sources including directory information, membership bodies, and Companies House data; together with desk, telephone and web research. Aggregating data from a number of sources creates a larger file, and also allows for greater verification. The files are updated and cleaned on a monthly basis to ensure maximum deliverability.

As a member of the UK Direct Marketing Association, we adhere to its Best Practice guidelines on data hygiene. All data is compliant with current data protection legislation, including the EU General Data Protection Regulation, the Privacy and Electronic Communications Regulations, and the UK Data Protection Act. A full compliance overview document is available from our website. We offer delivery guarantees on all contact channels and will refund the costs of any data which falls below our acceptability thresholds.

This data set can be linked to our main B2B file, enabling the selection of other decision makers to complement these contacts, or to select another senior contact where no IT contact is available for an organisation.

These contacts will be receptive to a wide range of offers, including those specific to their areas of expertise – together with more general promotions such as subscriptions and publishing, membership organisations, recruitment offers and corporate hospitality.

Selections

Business Type	Geography
SIC Code	Email Address
Employee Band	Telephone Number
Turnover	

Data Costs

Postal Only

Single Use	£150 per thousand
12 Months Lease	£225 per thousand
Outright Purchase	£300 per thousand

Email Only

Single Use	£180 per thousand
12 Months Lease	£230 per thousand
Outright Purchase	£320 per thousand

Postal & Email

Single Use	£220 per thousand
12 Months Lease	£275 per thousand
Outright Purchase	£375 per thousand

Broker Commission 20%

Selection Costs

Telephone Numbers	£25 per thousand
Other Selections	£10 per thousand

Output & Delivery

Secure FTP	£25
Delivery Time	2-3 working days

Other output methods are available, e.g. CD-ROM and S/A Labels. Please ask for details.

Minimum data order value: £300

All costs exclude VAT

*For more details call **0333 772 1927** or email **think@thinking-data.co.uk***

Decision Makers:
Information Technology
Breakdown

ThinkingData

Sector Coverage *number of companies*

Advertising & Promotion	1,210
Agriculture & Horticulture	195
Catering & Hospitality	842
Construction & Contractors	1,486
Education & Training	5,061
Financial Services	1,584
Government & Public Sector	768
Information Technology	4,097
Legal & Accounting	1,342
Manufacturing	5,144
Medical & Health	1,633
Personal & Business Services	6,314
Professionals	2,881
Retail	2,662
Sports & Leisure	1,661
Transport & Logistics	1,904
Wholesale & Distribution	1,387

Regions *number of companies*

Central London	7,097
Central Southern	4,460
Channel Islands	144
East Anglia	2,802
East Midlands	2,323
Home Counties	2,245
North West	4,322
Northern Ireland	917
Outer London	1,226
Scotland	2,580
South East	1,819
South West	2,288
Wales & Borders	1,428
West Midlands	2,854
Yorkshire & North East	4,247

Turnover Bands *number of companies*

Under £50,000	1,173
£50,000 to £100,000	1,915
£100,000 to £250,000	3,064
£250,000 to £500,000	3,023
£500,000 to £1,000,000	3,845
£1,000,000 to £5,000,000	8,997
£5,000,000 to £10,000,000	3,206
£10,000,000 to £20,000,000	3,131
£20,000,000 to £50,000,000	2,798
£50,000,000 and over	3,220

Employees *number of companies*

1 to 5 Employees	6,590
6 to 10 Employees	3,502
11 to 20 Employees	4,708
21 to 30 Employees	3,388
31 to 50 Employees	4,797
51 to 100 Employees	5,556
101 to 200 Employees	3,853
201 to 300 Employees	1,314
301 to 500 Employees	859
501 and over	795

Channels *number of contacts*

Postal	63,924
Telephone Numbers	31,784
Email Addresses	26,341

The above counts are liable to change.
*Please call us on **0333 772 1927** or email **think@thinking-data.co.uk***
for more detailed counts and breakdowns.