

**BDP**

Agency



# A **Strategic** Marketing Agency

**RAR**<sup>+</sup>  
**TOP 100**

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# About BDP Agency

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We specialise in **bespoke data** and the management of **marketing campaigns** requiring business data.

We offer a comprehensive marketing resource for **B2B** and **B2C** direct mail, email and **telemarketing campaigns**.



Our BDP team will design, implement and manage your campaign around your strategic goals. Our approach is guaranteed to give you outstanding results.

We work with major national and international corporate brands to make sure their marketing strategy works by providing highly effective and top quality research and market intelligence with a talented team of business data experts for campaign management.

# Clients

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BDP Agency Director Jane Snee with Sir Richard Branson

BDP Agency is an **award winning** organisation that has achieved excellent national and **international recognition** for our business data and **strategic marketing** services.

We are unique in the way we **research** business information **intelligence**.



*“ We have recently used BDP’s services to acquire a list of estate agents near Bristol. The data was received quickly and is top quality. I would highly recommend and for future data needs I will be going straight to BDP! ”*

Olly Culverhouse - Centation

# Our Services and Client Benefits

## Benefits

- 2-3 days Data Age
- Data Cleansed At Point Of Sale
- Quality Contacts
- Bespoke Data Packages
- High Delivery Rates and Low Bounces Rates
- Only Personal Contact Details (No Generic)
- Passionate About Your ROI
- DMA and IDM Best Practice

## Services

- Bespoke Data Sets
  - B2B
  - B2C
- Telemarketing
- Direct Mail
- Email
- International Data
- Market Research
- Lead Generation
- Full Campaign Management

## A Strategic Marketing Agency and Experts in B2B Data

We specialise in consultancy and the management of marketing campaigns requiring UK and International business data.

With over 5 million businesses in the UK alone, BDP are constantly analysing this market to ensure we provide only the highest quality products to our clients and we are so confident, we are the only company in the industry to provide a 100% guarantee.

### Did you know?

- In 2014, there were 5.2 million businesses in the UK.
- Over 99% of businesses are SME and 96% of these are micro businesses (0-9 people) accounting for 33% of employment and 19% of turnover.
- In the service industries account for 73% of business and the manufacturing sector accounts for 5% of businesses.
- on average, there are 346,000 business births a year and 238,000 business deaths.
- 20% of SMEs are female led, and 23% of FTSE 100 board members are female.

You can see from this snapshot that there is certainly a lot to keep up to date and the BDP team spend time filtering these businesses from companies house, membership organisations, trade publications and in-house research.

No contact is added to our base without going through our full verification process to suppress surplus companies, births, deaths and updating all details. See our verification process chart for full details.

Fast, professional and up to date, the data provided was easy to use and yielded great results. After using many data providers in the past I would not hesitate to use BDP again.

Katie Mays - Bizspace

# Statistics

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“77% of people read our direct mail”

“26% of people read our emails”

“100% data accuracy”

“2-3 day fresh, data age”

“Data checked immediately before despatch”

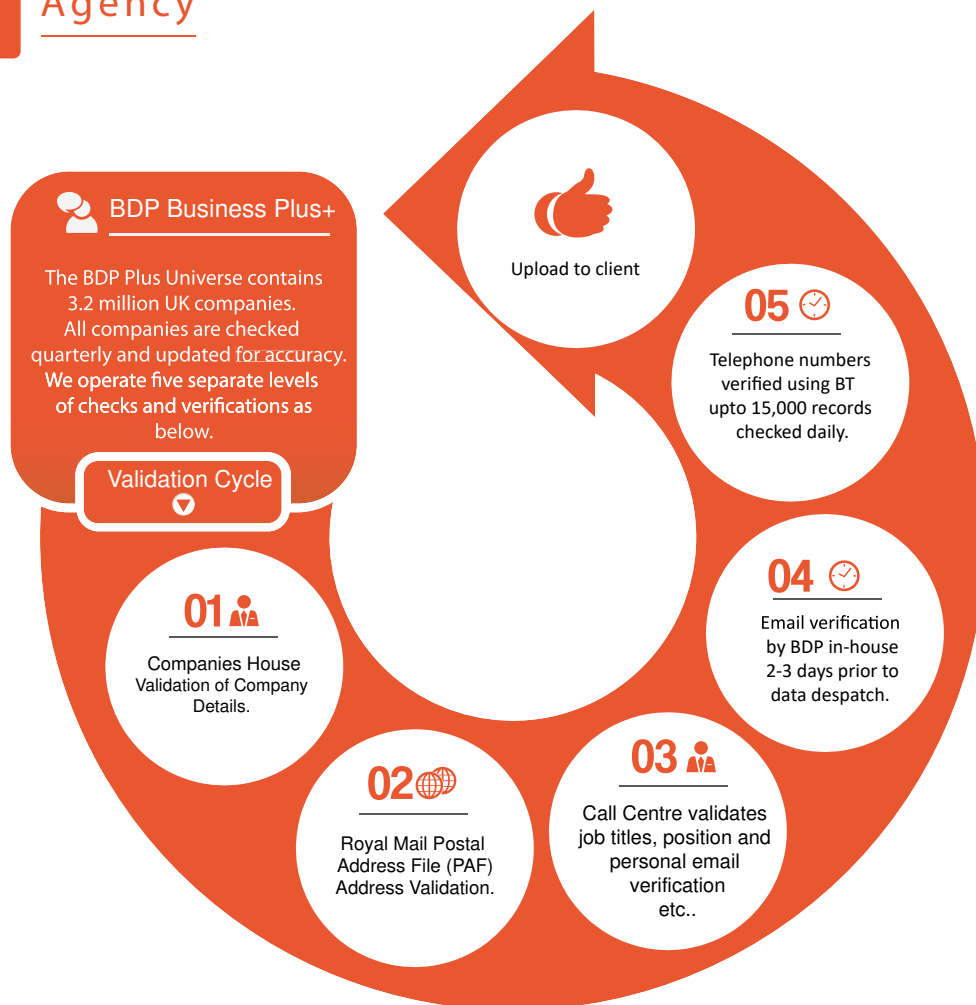
“Unique in-house market research team”

“ BDP has just provided Utilitrack with an excellent set of contacts in an extremely swift and efficient way. I would have no hesitation in recommending them if you are looking to expand your customer base. ”

Gary Drabble - Utilitrack

# Business Plus+ / Data Validation

**BDP** Agency



Prospect



Suppression



Levels



Validation



Approved

**At BDP we deliver the highest quality data available within the marketplace, offering a 100% accuracy guarantee on all our mailing and telephone records. We understand the importance of up-to-date business data which is why we operate five separate levels of checks and verifications.**

01 – Companies are checked against Companies House to add and verify new contacts, identify and update companies that are dissolved, update change of Directors and other segmentations.

02 – BDP data is validated against Royal Mail for address details, and also checking against recent 'gone away' files to ensure accuracy and suppressing any relevant records.

03 – Before a contact is added to our base and on a daily basis, additional details are verified by our contact centre to validate fields including job titles, position and personal email verification.

04 – Email verification is carried out by our in-house system upon ordering and 2-3 days prior to data despatch.

05 – Telephone numbers are verified against BT to ensure the lines are in use; this is the final step in the cycle and is performed within 2-3 days prior of despatch of the data to our client.

# Results / Why it works

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- We tailor our bespoke data packages to meet your requirements
- We believe in quality not quantity
- We save you time & resources in getting to the decision maker
- We run multi channel campaigns across all media
- We use strategic marketing solutions
- We turn business data into market intelligence
- We have a track record of success

For further information see:

[www.bdpagency.com](http://www.bdpagency.com)



“ Our staff have been exceptionally complimentary about the telemarketing data, well laid out and clean. A successful campaign resulted, and I have got to know BDP very well, truly wonderful people. ”

John Heslop - Chemex International

# Work

BDP specialise in creating **award winning data** packages for client use or **fully managed campaigns** sent from our white listed email system.

Our design team will design HTML creatives or we can broadcast your supplied artwork to our unique data selections.

All broadcasts come with full campaign reporting.



“4N is moving into the mainstream of UK business and increasing our direct marketing is all part of that process. BDP are a valuable partner in helping us to achieve this. ”

Brad Burton - 4 Networking





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