

Pinpoint **60,000** new trade and commercial customers





Your partner for growth

Insight Data helps businesses across the fenestration and construction sectors achieve better sales and marketing results.

For over 17 years we have provided companies with in-depth, up-to-date market intelligence not available anywhere else, helping you pinpoint your exact target customers in a fraction of the time and cost.



Fenestration – fabricators, installers, trade-counters, IGU suppliers across all products and materials



Local Builders – companies active in refurbishment, extensions and home improvements



Construction File – target the larger regional and national house-builders, contractors and developers



Architects – get your products specified and recommended by architects, and build relationships with key influencers

“Whether you’re a small local supplier or a major national manufacturer, Insight Data is the perfect tool for your sales and marketing team.”

Alex Tremlett, Commercial Director

INSIGHT CREDENTIALS

APPROVED
ISO 9001
ACCREDITED



20,000
RESEARCH CALLS
PER MONTH

OVER 2,000
SATISFIED
CUSTOMERS



LONG STANDING MEMBERS OF

ico.
Information Commissioner's Office



Glass & Glazing Federation

www.insightdata.co.uk



The Insight Platform: Salestracker™

Salestracker™ is our online platform that contains the Insight database of **60,000 potential customers**, updated live in real-time.

Behind the scenes, the Insight research team make over **20,000 calls every month** to collect and verify key business information for each Insight database.

Our research team is one of seven different methods we deploy to collect information to ensure our customers have the most accurate and detailed information.



Salestracker™ CRM

Customers can choose the optional Salestracker™ CRM version, which empowers your entire team to operate faster and more efficiently with lead management, tasks, document storage, and detailed business reporting.



Salestracker™ Credit

Salestracker™ includes an integrated credit reference tool, giving you the ability to target new customers by credit worthiness, as well as monitoring existing customers for any adverse credit information.





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METHODS WE DEPLOY TO COLLECT INFORMATION



20,000 research calls per month



External live credit feeds



Client verification updates



New company start-ups



Closed loop email bounce backs



Closed loop direct mail returns



Market intelligence & UK wide media tracking





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Fenestration Database

Across the fenestration database there are over **1,200 changes every month**. Businesses move or change suppliers, and senior management come and go.

Insight Data gives you **real-time information** on over 13,000 companies including fabricators, installers, trade-counters and IGU suppliers.

Your sales or marketing team can instantly filter using any criteria, and hyper-target their efforts to win their perfect customer.



Detailed contact data, including emails and mobile numbers of senior decision makers



Materials and products including PVC-U, aluminium and timber windows and doors, composite doors, conservatory roofs and lanterns



System/profile brand, product volumes and sectors the business operates in



Detailed financial data including credit rating and any CCJs



DATABASE KEY FEATURES

13,000

Business Records



20,700

Verified Key Contacts

17,800

Email Addresses



Local Builders Database

Small builders (under £5m turnover) are notoriously difficult to get hold of, often using an obscure email address and phone number, while only a few have a website.

Insight Data has painstakingly collected the essential information on over **27,000 active builders** who specialise in extensions, refurbishments and small new-builds (typically up to 10 - 12 units).

Many builders now **offer complete home improvement** solutions, from windows and doors to kitchens and bathrooms, boilers to renewable energy solutions.

These builders can present a **lucrative opportunity** to supply directly and many have significant purchasing power. Target them to promote your products and services or provide a list of merchants so they can find your solution.

TUFFX
GLASS MANUFACTURERS

"Insight Data's platform is easy to navigate, offers the most comprehensive information, provides excellent support and has helped us increase our customer base by 50%."

Andy Hayes - Sales Manager



DATABASE KEY FEATURES

18,500

Business Records



27,000

Verified Key Contacts

22,000

Email Addresses







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The Construction File

Some suppliers still rely on 'project data' to find new business in the construction sector. With Insight Data, you can **pinpoint the key decision makers** in leading organisations well before they win projects and are bombarded by all your competitors.

The Insight Construction File brings together **all the major house-builders, contractors, and developers** with detailed information that will help you promote your products and services to the right people within the organisation.

This database is **ideal for larger manufacturers and suppliers** who want to promote their products and services at a regional and national level.

Epwin Group

"For over 10 years we've relied on Insight Data. We've tried other options, but Insight gives us the in-depth information - sector, products, contact information, credit rating - it's got everything we need."

Gerald Allen - Head of Marketing



DATABASE KEY FEATURES

1,200

Business Records



6,600

Verified Key Contacts

6,800

Email Addresses



www.insightdata.co.uk



Architects Database

With Insight Data, you can **communicate with architects and specifiers** earlier in the specification process, putting your products and services firmly 'front of mind'.

Sharing **high value information** and technical data can greatly assist architects, while communicating regularly with case studies can build rapport and trust.

It means your products stand a better chance of getting written into the specification at an early stage and your business and products become the **recommended choice**.

The Insight architects database includes **both** larger and smaller local practices. Effortlessly filter and select your ideal audience with Salestracker.



"Insight Data have helped us to grow our business significantly and has shown us the best way to use our time and resources to make sure we're targeting the right audience to get the best results."

Victoria Brocklesby- Chief Operating Officer



DATABASE KEY FEATURES

7,700

Business Records



17,600

Verified Key Contacts

19,600

Email Addresses







Partner with Insight Data



B2B Suppliers

If your customers supply into the fenestration or construction industries, you can help them grow faster and boost your own business by partnering with Insight Data.

Our Partnership team can work directly with your customers to identify and win new business using the Insight database and help them improve marketing and sales performance by using Salestracker, the Insight platform.



Marketing Agencies

Now you can help your clients generate more leads and win profitable customers by adopting the Insight database.

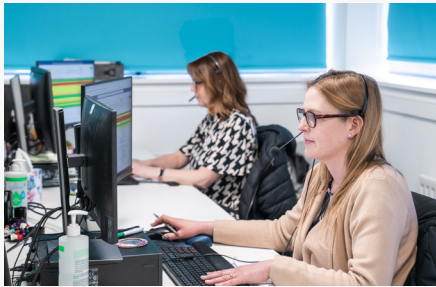
We can work exclusively with your agency to get the most out of your marketing activity, or work alongside you and the client together - in which case we will act as your data partner.

Our Partnership team can also give you extensive training on the Insight databases and Salestracker platform, giving your clients confidence in your knowledge and expertise.



Marketing Services

Sometimes you don't have the time or resources to complete some projects in-house. Since 2006, Insight Data has been the trusted market research and direct marketing company for the fenestration and construction sectors.



Research

Trust Insight with your customer surveys, market reports or competitor analysis projects. Using the Insight database and our team of experienced researchers can help you shape your business plans.



Direct Marketing

As experts in lead generation, email marketing, SMS and lead nurturing, Insight Data can help your product launch succeed or support your existing sales and marketing teams on an ongoing basis.



Telesales

Perhaps it's a call to introduce your products or services, an appointment booking project for your sales team or inviting prospects to an event, Insight Data's call centre has a team of industry-trained professionals.

Stay ahead with Insight Data, a partner that understands the market and provides unique data to help you succeed.



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