

Pinpoint **50,000** new trade and commercial customers







Your partner for growth



Andrew Scott - CEO, Insight Data

Insight Data cuts through the noise to give you verified, in-depth business information on thousands of potential customers, updated live in real-time.

We've helped thousands of companies generate millions of pounds in additional revenue. Simply log-in to Salestracker, our online platform that helps you find and win your perfect customers faster and more efficiently than ever before.

Your sales team work smarter, your marketing costs are slashed, and you have greater control of your business.



Book a call now, and you can be winning new trade and commercial customers in 60 minutes

T: 01934 808 293 | E: hello@insightdata.co.uk

Our database:



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, main contractors and developers



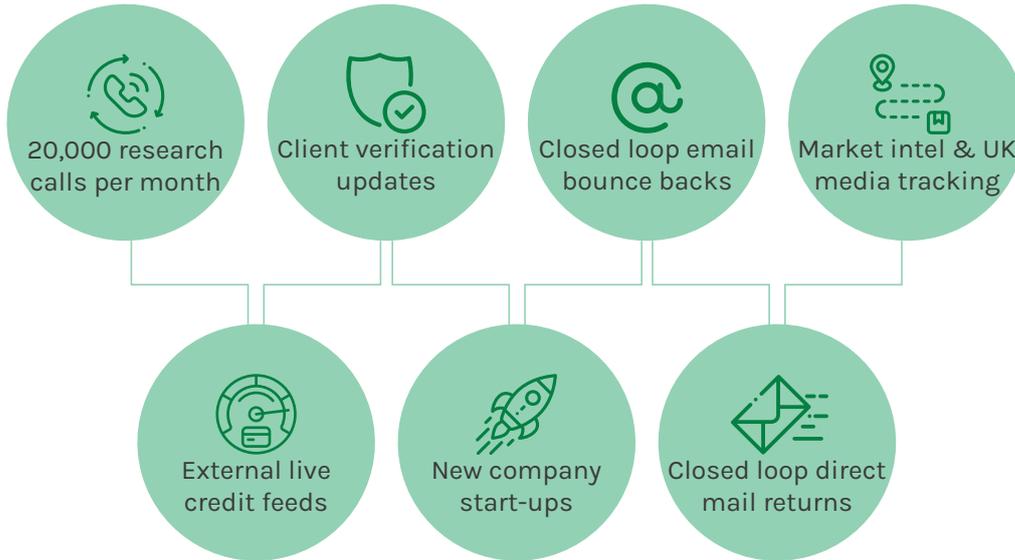
Architects – get your products specified and recommended by architects, and build relationships with key influencers



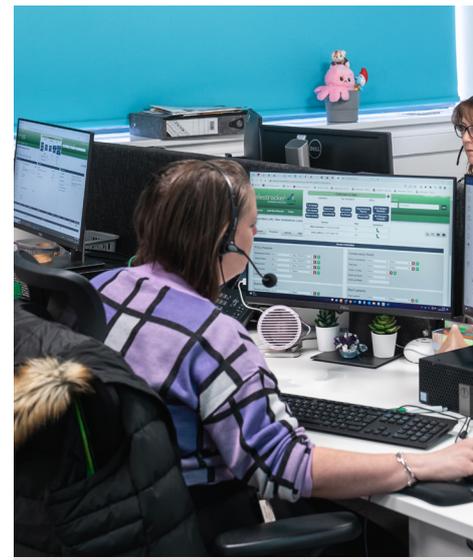
Builders Merchants – open up a new route to market with over 8,000 merchants who can promote your products



Seven methods we deploy to collect information



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Research team and accreditations

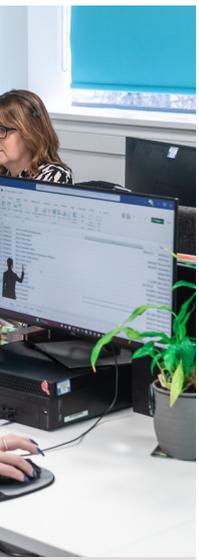
It all starts with the Insight database. Behind the scenes an entire team of experienced telephone researchers make over 20,000 calls per month to collect and validate key business information on each database, with over 2,000 changes every month.

In fact, Insight uses seven different methods to update the database, a process so advanced it gives you live market intelligence not available anywhere else.

ISO 9001 accredited, GDPR compliant and ICO registered, Insight Data gives you the tools to create sustainable, profitable growth.

“Our research team have a combined 50 years experience in the industry, which our customers benefit from every time they log-in to Salestracker.”

Alex Tremlett, Commercial Director.



INSIGHT CREDENTIALS

APPROVED
ISO 9001
ACCREDITED



20,000
RESEARCH CALLS
PER MONTH

FULLY GDPR
COMPLIANT



ico.
Information Commissioner's Office

LONGSTANDING
MEMBER OF
THE ICO



The Insight Platform: Salestracker™

Salestracker is our online platform that contains the Insight database of over 50,000 potential customers.

Designed specifically for your industry, new users can be up and running in 60 minutes, even if they have limited technology skills.

Salestracker is tailored to your exact requirements - simply select the data you want, the regions you wish to target, and the users you want to access the platform. It can work alongside your existing CRM or replace it altogether.

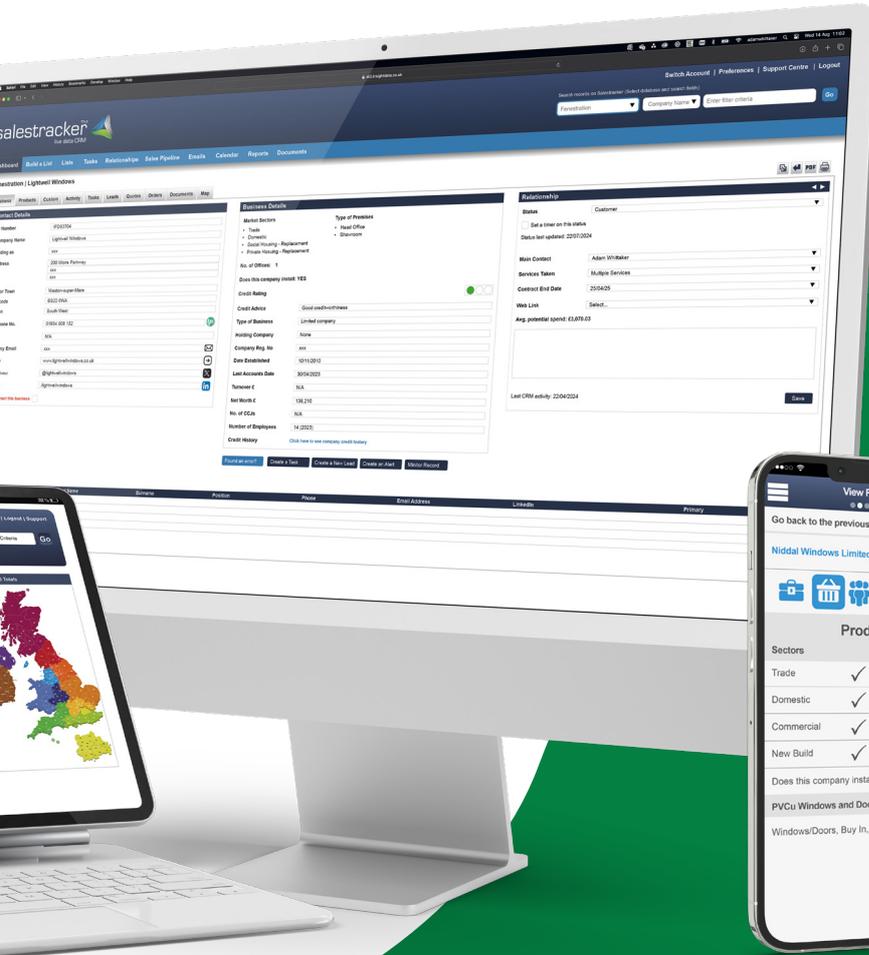
1. Use Salestracker to access live, real-time information for email marketing, telesales, direct marketing and research purposes.

2. Salestracker allows users to work from home, in the office or on-the-go with access from any internet-enabled desktop, tablet or smart-phone.

3. Empower your entire team to operate faster and more efficiently with lead management, tasks, sales pipeline, customer services and business reporting.

4. The built-in credit tool helps you filter prospects by credit rating, and can monitor your prospects and customers with an early warning alert for adverse credit risks.





dekko

window systems

“We needed a CRM package that was geared to our industry and was easy to use. There are a lot of companies out there but Insight Data’s Salestracker offered everything we needed.”

Kurt Greatrex - Managing Director



On-the-go mobile web app:

“Hey Salestracker, give me a list of prospects within three miles of my current location.”



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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

13,600

Business Records



22,000

Verified Key Contacts

18,400

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 **18,000 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 and 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

18,620

Business Records



28,000

Verified Key Contacts

22,540

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

1,150

Business Records



6,450

Verified Key Contacts

6,540

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 has 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

7,390

Business Records



17,160

Verified Key Contacts

19,740

Email Addresses







Builders Merchant Database

Directly targeting local builders, construction firms and house-builders is a great way to promote your business. But working with merchants is another route-to-market that helps you reach a wider audience while working with fewer direct-customers, reducing admin and logistics.

The Insight database includes both independents and national chains, with the essential contact information to connect you with the key decision makers.

Once you've secured the merchants that best suit your business, you can then drive awareness and 'pull through' sales by reaching out directly to builders and contractors.



Premier Frames

"Since using Insight Data, we've seen significant improvements in our customer targeting and lead generation. The accuracy and reliability of the data has really helped us make informed decisions, identify high-quality prospects and tailor our outreach, contributing to better conversion rates."

Andy Berrington - Sales Director



DATABASE KEY FEATURES

8,610

Business Records



10,510

Verified Key Contacts

13,250

Email Addresses



www.insightdata.co.uk



Partner with Insight Data



Supply Chain Partners

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.

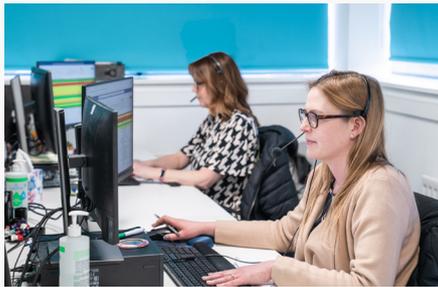
We can work exclusively with your agency to get the most out of your marketing activity, or work alongside you and the client together - in which case we will act as your data partner.

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.



200 Worle Park Way, Weston-super-Mare, BS22 6WA

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