

Mailing, Telemarketing and E-mail lists

Business and Consumer

At T2D Group we have over 8 years experience supplying lists to hundreds of well known companies, DIY Superstores, Charities, Car & Van manufactures both in the UK and Europe and many more.

We are able to source both consumer and business lists from 500 to 5 million records. These are supplied from leading list owners and brokers and all data complies with UK and EU legislation.

We will also give you free advice on the best list for your business. It may not be the first one they thought of! We can also help you with getting the mailing in the post, mailsort discounts and response handing

What are Marketing Lists

They are an important element in the construction of a campaign to develop sales by being in possession of the names, addresses and other data of the whole profiled marketplace.

How are they created ?

There are many compilation methods. From publishers lists, members lists, customer lists, trade attendees, integrated data, telephone research, mail questionnaires and many more. The significant aspect is that people and businesses are constantly changing. No commercial list is a black book of personal addresses. No list is ever 100% clean. It must also be noted that lists are built often for commercial reasons

hence a request for businesses likely to move office next week or yellow car buyers are not available. However in the vast majority of cases we can always provide near alternatives.

How are they cleaned?

Mainly by telephone, questionnaire or subscription. Over 40,000 amendments alone are made each week on the business database.

How do regulation filters work?

Each list is always run against the master files of TPS, CTPS, FPS and MPS before despatch. (For more detail on these see overleaf) When anyone requires their name to be suppressed from lists in general, their application is inputted onto the current file and it is this file that is run against your despatched listing.

How specific can lists be?

Very specific. You can select by Line of business, Size of company, Geographical, Multi named Contact at Multi Positions, Head Office or branch or site, All IT analysis, All Company House Data, Import/Export, Fleet sizes, What they buy and how they travel, and hundreds more pieces of data on which you can select your criteria. On consumer lists, the easier answer is to say that virtually every selection you may require is available.

Are these lists better than the telephone directory, or other directories?

They are, for many reasons. Firstly they are supplied in a format that you can instantly use. Have you ever tried writing out thousands of names and addresses. Secondly, the lists are selectable as described above. Thirdly they are continually updated as described above. The lists also have

named contacts and are comprehensive. Finally the directories and phone books do not carry the full addresses, post codes, fax numbers or other such data.

How much are lists?

They vary considerably. A standard business list average is £120 per 1000 records or £175 with telephone numbers. But there are so many factors and combinations, that to ask for a sample of the list of your choice is the only method of evaluating it's justification to your business.

Are there minimum orders or volumes?

Our minimum order is usually 1000 records. Even consumer lists, though normally 5000, can in some instances be reduced. There are also specially compiled lists where a minimum volume of records are necessary but, for the majority of our clients, the volume is usually 1000 records ONLY.

What are consumer, business, international lists?

Business lists are generally companies at their business address. Consumers are usually at their home address There are a number of "in between" e.g Directors at home, business investors etc, International is any address outside U.K. Eire is an international list.

What is rental?

Rental means a once only use for the purpose it was obtained. E.g Mail once or/and telephone once. A Lease Rental gives unlimited usage for generally a 12 month period. Purchase is buying the data outright with no limitations. Note that when rental is taken, the supplier reserves the right to integrate "seed" addresses. These are coded addresses that can be identified back to the mailer if used more than the contract terms.

What ever you are looking for the answer is probably

YES

We can arrange the mailing and get you a discount on the postage*

Its all ONE CALL AWAY

Your database is growing older by the day

Its a fact, that every day the data that we hold for customers, accounts, service records and prospects are becoming more and more out of date.

Every month in the UK

- 600,000 landline telephone numbers change
- 350,000 people move house
- 45,000 people die
- 475,000 Business change their contact details

Fact Most companies are completely unaware of the fact that their means of keeping in contact with their customers is losing its value.

T2D Group can help companies keep in touch with customers by updating records from key sources such as BT, Royal Mail, The Read Group.

We can enhance your data, add and correct telephone numbers, addresses, remove deceased and gone aways. Screen telephone and fax numbers for TPS and FPS, avoiding a potential fine.

Do you need

Telephone Numbers, Addresses, TPS, FPS, Deceased, Movers, Gone Aways, Business Changes.

CALL NOW
0845 4089425

Helping Companies keep in touch with their customers

Useful Information



Telephone Preference Service - Allows Residential and Business subscribers to register their home or business number to block unsolicited sales and marketing calls.



Companies who cold call ANY data must screen the files every 28 days for TPS/CTPS registrations
NOTE This is a legal requirement and the fine for non compliance is £5000 per offence!



The Fax Preference Service allows you to register your home or business fax number not to receive unsolicited sales and marketing faxes.

Data bases must be screened every 28 days if used for unsolicited faxing.

NOTE This is a legal requirement and the fine for non compliance is £5000 per offence!



The Mailing Preference Service allows you to register your wish not to receive unsolicited direct mail.

List Warranty Register

The **List Warranty Register** is a central database of list owner and user warranties. It helps to eliminate paperwork within the industry by negating the requirement for list owners and users to supply separate warranties every time a list is rented. It promotes best practice within the list industry and helps to raise standards for the benefit of the industry and the consumer. The warranty is an assurance that the data has been collected lawfully, is up to date and complies with relevant Codes of Practice. It should not be taken as a guarantee

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T2D Group

Mailing Lists
Telemarketing Lists
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Business Databases
Residential Databases

Looking for new Customers

Need Telephone Numbers

Targeted Marketing Data

