



PUBLIC SECTOR



Data Type		Count	Base Cost
	Postal	66,508	£245/000
	Telephone (incl Post)	66,508	£285/000
	Email (incl Post & Tel)	66,508	£325/000

Background

Ingenium's public sector data is collated through telephone research, as well as daily updates from Public Service Partnerships delegate sales team, with all of the data being cleansed on a six monthly cycle. The dataset provides a powerful insight into the structure and workings of government at all levels including Central & Local Government, Higher Education, NHS and Non Departmental Public Bodies (E.g. British Waterways, Channel 4 etc).

The public sector is one of the most complicated and challenging markets in which to do business. Ingenium have invested heavily in their research to understand the intrinsic relationships that exist across all parts of the public sector, as unlike the rest of the B2B sector, the decision making chain consists of a central procurement group working in conjunction with local layers of administration. Ingenium provide you with unique access to a collective of tier one and two decision makers from across the UK public sector, giving you powerful insight into the structure of government at all levels and the optimum prospect opportunities

The Ingenium dataset will provide you with detailed contact information including email addresses, telephone numbers and postal addresses as well as employee sizes, annual budgets and organisation types.

Selections

Criteria Available	Cost
Job Function	£10
Geographic	£10
Organisation/Source	£10
Budget Allocation	£10

Delivery Charge	£30
DMA Broker Commission	20%
Counts-48 Hrs/Delivery-3days	

Recommended Users

Publications
Business Services
IT & Technical Products
Professional Associations
Office Products
Training Companies
Health & Safety Products

Restrictions

Minimum Order – 5,000 records
Sample mailing piece required

Terms & Conditions

Net Names - Only applicable on orders of 20,000+ 85% + £10/000 run on charge. Nets must be confirmed within 4 months of invoice date. After this time all net name credits become null and void.

Payment - 30 days from invoice date. Surcharge applicable on all card transactions.

Cancellation Fee - £100 + delivery + £8/000 + selections

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