



Data can no longer be seen as a mere commodity - it is very much an asset, and a valuable one at that.

At ICC Marketing Services we work with our clients in a number of ways to create the best possible return on investment for your campaigns. Using many years of acquired experience in how data works, our knowledgeable team of list brokers have been sourcing and evaluating data for literally hundreds of client campaigns.

Gaining a thorough understanding of your customers is pivotal to getting the very best responses from your future customer acquisition campaigns.

That's why we don't just start with sourcing what we think is the best data for you to use - we take the time and trouble to investigate, analyse and assimilate vital customer information that, in turn, can be used to ensure that all of your campaigns have the very best chance of success.

Offering a formidable bank of data intelligence

We know where to source the best data for every campaign and keep fully up to date with new data sources that enter the marketplace. Our unrivalled access to quality B2B and B2C data puts us in a unique position that ensures delivery of the most responsive data available in the marketplace.

Invaluable insight

And because we support you every step of the way, from setting campaign objectives right through to analysing your responses, we offer invaluable insight into what sources of data works best for which type of campaigns.

5 Steps

Our 5 step process to help you throughout your customer and prospect campaigns:

1. Initial customer analysis.

Getting to the heart of your current customer base through profiling and customer analysis.

2. Historic results analysis.

To understand past campaign performance and how we would recommend ways to uplift response and increase ROI using banker data and test data sources.

3. Data planning & buying.

We work within your budgets and brief to provide the best possible mix of data sources to achieve your campaign objectives.

4. Campaign administration.

We look after the detail ensuring a smooth process from brief to delivery which includes a full check of data before it reaches your bureau.

5. Post campaign analysis.

In-depth post campaign analysis to help you evaluate the success of your campaign and provide learning for future activity .

List Broking

Maximise your response

To maximise your response from multi-sourced data campaigns and protect your brand, it's essential that the combined data you use is screened thoroughly before use. We can undertake data cleaning and matching against appropriate suppressions to guarantee the removal of duplicates, gone-aways and those contacts who have simply expressed a desire not to be contacted.

By providing accurate campaign response analysis reports, we show you a true picture of the return on investment from past campaigns. We can then pinpoint the most profitable, and provide vital information that can be fed back into your next campaigns.



“ From helping you to set your business objectives....to providing intelligent response analysis for a true picture of campaign value ”

Experts in marketing services

Our integrated services incorporate a range of solutions to suit your campaign needs. We're here to support you, however you want us to help.

ICC's leading integrated technology provides intelligent analysis of data, allowing our clients to set foundations for efficiency. Our Credit & Risk services help to mitigate credit and supplier risk by minimising exposure and maximising opportunities; our Business Information delivers critical and timely data and documents to enable investment, acquisition and compliance based processes to run efficiently, empowering fast business decisions; and our Marketing Services provide intelligent insight into client's data allowing for an enriched dataset that not only uncovers pockets of prospects, but also increases sales revenue through tailored data strategies.

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