



Use Market Monitor® data to target your audience with absolute precision

Market Monitor® data is consistently rated by list brokers and end users as the most accurate and reliable UK B2B marketing information around, covering the UK's major industrial, commercial and public sectors. The database has been developed to include not only head office sites but also important satellite sites such as manufacturing plants, warehousing, data processing and sales/marketing.

No other B2B data research is as thorough

To ensure absolute accuracy, the Market Monitor® data is continually telephone researched by our dedicated inhouse telephone research team and complemented by our inhouse data inputting team.

100% tele-verified every year

70% of site information has been verified within 6 months prior to supply.
40% of sites have been updated during the previous 3 months prior to supply.
100% of site and contact data has been updated with 12 months of supply.

Business data for business development

With our fully targetable site and contact data, we take great pride in helping all types of organisations with their business development. Market Monitor® data provides information for use across a wide range of marketing channels. Free list consultation and counts are always available from our data analysts.

Bespoke tele-research services

When you need a company to telephone-research a specialist industry sector, or source additional contact information, give us a call. Because we have our own inhouse telephone research centre, we have the unique flexibility and resources to offer bespoke tele-research services that promise 100% reliability, at a cost effective rate.

USEFUL FACTS

Market Monitor® data will give you:

- Named senior decision maker by job function
- UK sites targeted above SOHO
- 0-12 months recency
- Accuracy guaranteed - 50p refund for gone-aways*

*subject to data being used within 8 weeks of delivery

In addition to job function, Market Monitor® data offers the following:

- Geography - postcode or county
- Size - site or group employee
- Turnover - site or group/ actual or extrapolated
- Activity - by UK 1992/2003 SIC codes or Market Monitor® special selections

Choose ICC - it's one of the smartest business decisions you'll make

Market Monitor® special selections

Market Monitor® data has special selections to enable more accurate targeting for direct marketing purposes. These selections include:

Head office	Divisional head office	Parent company tree
Country of origin	Number of locations	Automotive industry
Telecommunications industry	Defence industry	Oil and gas industry
Leisure industry	FMCG companies	Call centres
Companies with vehicles	Exporters	Importers
Top companies	Hi-tech industry	IT industry

“ Our aim is to save you money by excluding sites with no potential for business decision-making ”

Named senior contacts available

Market Monitor® data offers a wide range of named senior contacts enabling you to target with absolute precision and accuracy:

Office/administration	Buyers	Hospitality & events
Customer service	Design	E-commerce
Engineering	Environmental	Facilities
Finance	Health Safety	Human Resources
IT/computer	Laboratory	Logistics
Managing Director	Marketing	Operations
Production	Quality	R&D
Risk	Sales	Security
Supply chain	Technical	Telecoms
Training	Warehouse	Call centre

Information is verified either at switchboard level, personnel departments or with the data subject. We supply clean and CTPS/TPS/FPS flagged data. We are registered as a Data Controller with the Information Commissioner's Office, registration number Z7347386.

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.

Contact us

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