

STB

Direct Marketing

The UK & European Data Specialists



Powerful UK and European marketing know-how to help you drive response.

We'll help you to develop successful UK or European Marketing campaigns.

If you're short of time, resources or knowledge of a market that's new to you, how useful would it be to call on UK/European marketing specialists who will help you to deliver campaigns that will drive revenue and profit.

Our service will make your direct marketing to Europe or the UK easier, faster and more cost effective.

One brief to us gives you access to:

- expert knowledge of direct marketing in Europe
- sourcing for all the quality lists you need
- lateral thinking about reaching your target market
- an approach that takes the weight off your shoulders
- management of all aspects of your campaign from start to finish

Reliable data from quality sources managed to your specification

We fully appreciate that cost per response is a key metric for your campaigns. So we only use quality data from our unrivalled personal contacts across Europe, because we understand it's crucial for campaign success and cost effectiveness. And when new lists come on to the market, we hear about them first and have potential sources of information that many list brokers probably don't.

“We use STB because they take a very creative approach to their list proposals. They take the time to research all the possible options, particularly when the target audience we are looking to reach is complex. They'll also look to source data that is not currently available on the market.”



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We'll work the way that suits you

Call on us at any stage of your direct marketing process – or to manage the whole project for you if you're moving into a new market.

- Researching new sources of data that may not currently be on the market.
- Advice on targeting and alternative approaches to reaching your market
- List research, selection, ordering and delivery
- De duping, address reformatting and data cleansing
- Knowledge of postal regulations, advice on data protection
- Management of geo-mapping, customer profiling, penetration analyses and data enhancement.
- Help to find the best fulfilment and mailing solution for your specified countries
- Assessing the potential size of new European markets for your product or service.
- Business to business and consumer data
- Postal, e-mail, telephone, fax and SMS

Now you don't have to manage all this...

Forget having to deal with numerous local list brokers in their own languages – with the potential for misinterpretation.

Forget having to find out about various address formats, handle de-duplication of data, business titles and data protection rules (which aren't fully standardised throughout the EU, let alone the rest of Europe).

Forget having to understand relevant cultural differences. Getting it wrong can be costly and time consuming.

Forget having to find a mailing house that can fulfil your campaign and get it into the mail.

You can save both time and money by letting us deal with it for you.

Your success is our top priority

Our aim is always to help you increase your marketing effectiveness - whether it's for one project or as reliable on-going support. Please contact Sue Barnes and let us provide a high quality proposal to help you to deliver successful UK and European direct marketing campaigns.

For better quality lists & successful marketing campaigns contact us today.

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