On-Demand Data:
The Most Accurate Data Possible

simplyDIRECT

Are you confident your marketing data is up-to-date?

Chances are it's not, if the list you bought was developed prior to COVID-19.

Data is at the core of every outbound marketing campaign.

It is the fuel upon which these campaigns run. If you get the data wrong, your marketing campaigns go nowhere.

Before you buy data from well-known sources like Discover.Org, D&B/Hoovers, or InsideView, ask:

- When was the data confirmed?

- Is accuracy guaranteed for the entire contact record (or just the email address)?

- Does it include individuals' postal deliverable addresses (or just the company headquarter)?

Did you know that some of the abovementioned data sources have actually bought data from SimplyDIRECT. Why? Because we custom build data on demand.

What does "On-demand data" mean?

SimplyDIRECT has a team that researches every contact name – on demand – for every unique marketing program.

Not every company. Every contact. Whereas other companies download bulk contacts from a database, SimplyDIRECT researches each contact name (using LinkedIn, the employer's website, social sources, etc). If we cannot confirm the data through those sources, we'll call the company to validate:

- the individual
- their job title
- their email address
- their phone number
- their mailing address

SimplyDIRECT is committed to building contacts on demand, individually for each client, according to their specs, delivered fresh just as it's about to be consumed in campaign.

To see for yourself how we can support your marketing efforts with on-demand data, try out our service with:

25 Free Contacts

About SimplyDIRECT and Gatepoint Research

Click Here to see our 90 Sec DEMO

SimplyDIRECT, through its subsidiary Gatepoint Research, designs, drafts and deploys opt-in, by invitation-only surveys to management-level executives within a client's target companies. Using web, phone and email-based data collection, its cutting-edge IT trends research and data analysis helps in the generation of custom reports and thought-leadership content. The company has deployed over 2,000 surveys since 2000 and engages more than 15,000 decision-makers each year.

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