



## “DNA – Decisions, Needs & Attitudes”

3.5 million businesses 5 million owner manager contacts

- greater coverage,
  - more selections
    - unique linkage
    - better targeting

It's well known that the UK economy is powered by its large and dynamic small business sector – accounting for 95% of all businesses, 36% of UK turnover, 43% of UK employment and arguably offering many clients the most profitable source of new business opportunity.

However we estimate that around 2.4 million of these businesses are missing from the large directory databases as their phone lines are not registered as businesses. This means they are unable to receive information about your products and services.

Further, there is a significant lack of information available about small businesses, usually restricted to line of business (eg. SiC) and size. This limits the ability to target and / or conduct meaningful analyses.

DNA provides access to the largest number of small owner managed and self employed businesses through a sophisticated process of blending a number of best of breed business and consumer databases. DNA also incorporates a unique linkage from the information at business address - to a wealth of selectable information about business owners and directors at home addresses. This means that better targeting is available through a range of selections - using both business and individual attributes.

DNA also provides a data rich platform for better analysis and segmentation – meaning that SMB programmes can now produce a measurable ROI.

DNA is the UK's most comprehensive and insightful database of owner managed small businesses and the self employed



Selections include:

**Business Level:**

Line of Business (SIC or Directory Code)  
Employee Size @ Site & Business Level  
Number of Sites  
Turnover  
Site Type (Head Office, Single Site, Branch)  
Legal Status  
Age of Business  
Parent and Subsidiary Information  
Export Indicator  
Bank Information  
SoHo  
Self Employed  
Profit  
Net worth  
Growth Information  
GIC

**Individual Level:**

Home address  
Gender  
Income  
Age  
Mail Order  
Credit Card Ownership  
Geodemographic  
Lifestyle Information (including - Newspaper Readership, Car Information, Holiday Information, Internet Usage, Household Composition, Marital Status, Sports Interest, Children & Many More)  
PIC  
BASE

A number of additional selections are available upon request, please do ask if there is something specific you require.



The following fields can be used as selections and outputs – and can be appended to your customer files through enhancement.

### Business Data & Attributes

Base	Single Use £ / 000	Multiple Use £ / 000
Company Name, Address & Contact Information	£145	£290

Field	Selection Charge £ / 000	Output Charge £ / 000	Enhancement Charge £ / 000
Telephone Number	FOC	£40	£80
Employee Size	FOC	£30	£60
Number of Sites	FOC	£30	£60
Turnover	FOC	£30	£60
Site Type	FOC	£30	£60
Legal Status	FOC	£30	£60
Age of Business	FOC	£30	£60
SoHo / Self Employed Flag	FOC	£30	£60
Growth Information	£50	£50	£100
Export Information	£50	£50	£100
Net Worth	£50	£50	£100
Bank Information	£100	£100	£200
Parent and Subsidiary Info	£200	£200	£400
GIC	£50	£50	£50

### Individual Level Data & Attributes

Base	Single Use £ / 000	Multiple Use £ / 000
Home Address & Contact Information	£125	£250

Field	Selection Charge £ / 000	Output Charge £ / 000	Enhancement Charge £ / 000
Gender	FOC	FOC	£50
Age	£25	£25	£50
Income	£25	£25	£50
Mail Order	£25	£25	£50
Credit Card Ownership	£25	£25	£50
Lifestyle Information (Per Field)	£25	£25	£50
Geodemographic (Cameo)	£25	£25	£50
Shareholding	£25	£50	£100
Self Employed Flag	£25	£50	£100
PIC	£75	£75	£75
BASE	£50	£50	£50