



4.2 Million Businesses

10+ Million Contacts

The UK's leading B2B blended data warehouse

- greater accuracy,
  - more selections
  - better coverage
  - better outcomes

No one really knows, but Government statistics indicate that there are around 4.5 million businesses in the UK. However, data derived from the largest single source of marketing data only covers approximately 2.1 million businesses – leaving around 2.4 million businesses unable to receive information about your products and services.

Information Arts has overcome this problem by creating a single universe database OMNI through a sophisticated process of blending a number of best of breed databases. Now one of the UK's largest sources of business information for marketing – OMNI contains over 10 million contact records at around 4.2 million business entities with a range of standard and unique methods of selection to aid better targeting.

The individual data owners provide updates to Information Arts on a monthly basis, and OMNI is maintained by repeating the blending process on a monthly basis. IA's unique B2B data preparation processes and software enable us to blend these complementary data sources rapidly, ensuring that the most up to date data is available for you. For the UK market, these data sources include:

- D&B
- Data HQ
- Harte Hanks
- Corpdata
- Oscar Research
- Market Monitor
- Acxiom
- EuroDirect

The data sources are selected and blended to provide a powerful combination of coverage and depth with a unique linkage from the business information to a wealth of selectable information about business owners and directors – giving you the control to ensure pin point accuracy.



Selections include:

**Business:**

Business address, geographical, line of business, turnover, profit, growth, GIC,

**Individual:**

Home address, gender, geodemographic, lifestyle, PIC, BASE

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

Selections include:

**Business Level:**

Duns Number  
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, Senior Decision Maker Name, Address	£145	£290
Other Functional Decision Maker Contact Names eg. IT, HR etc	£50	£85

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