

# DATA

“The data we got from Carnyx has helped us to identify additional prospects in our core markets enabling us to pick up business we would never otherwise have seen. Carnyx Data is now a core part of our new business programme.” **David Patrick, Managing Director of The Yes Agency**

## Don't waste your breath or your brand. Make sure you're talking to your target market.

If your prospects are on either side of the marketing equation, then we have the data you need to properly target them. Nobody knows them better than us. We also know an awful lot of them: 101,000 and counting.

### Deliverable

With that information you can market yourselves to the right audience. You can get in the right inboxes. And make sure you don't damage your brand and your own reputation by ending up in the wrong ones.

### Relevant

You choose how the data is cut: by region, by sector and by job title. You can buy the data outright or we can fully manage and deliver your targeted campaign. You decide how your message is sent: by email, mail or telephone... so it's as relevant as possible to the recipient. So, once you've sorted the creative, we can provide the rest. In short, either clean current data in your chosen format or a tailored and targeted campaign delivered to the right audience at the right time.

### ... and available right now

If you've got a campaign in mind, make sure Carnyx Data is part of your marketing mix. Just call the **Sales Team** on **0141 552 5858** for a chat.



### JUST PAY FOR WHAT YOU NEED

#### DATA PURCHASE

Price per record:

**Basic - £0.80p**

- first name
- last name
- job title
- address

**Add telephone number – Basic +£0.30p**

**Add telephone number  
AND email address – Basic +£0.60p**

#### MANAGED SERVICE

**Price per 1000 records – £250  
plus additional set-up fee and delivery costs**