



Press Release

23rd April 2008

MARKET MONITOR LAUNCHES NEW BUSINESS EMAIL CONTACT DATABASE

B2B data specialists Market Monitor have announced the launch of a new business email contact database. The company, which has created the list using its own in-house research and tele-verification team, claims that it is the most accurate and reliable of its kind in the UK.

Says Pauline Williams, head of data research, Market Monitor: "One of our key strengths is the experience and knowledge of our own in-house teams – which we believe are second to none in the marketplace. The level of care invested into this database means that we convinced that it offers the most reliable B2B email database available today."

The database contains over 223,000 individually verified B2B email addresses from a wide cross section of UK businesses. As well as buying the data itself, Market Monitor is also offering a range of flexible packages for those looking to integrate their email campaigns with postal or telephone campaigns. The company has also teamed up with a leading email broadcasting house to deliver sophisticated and fast feedback and analysis of campaign responses.

Market Monitor has been dedicated to building and researching its UK Business to Business Database since 1985. It is a sister company of Prospect Swetenhams; both belong to the Bisnode group of companies.

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Notes to editors

Price information: Email data only (single use): £265/000. Mail and email data (single use): £345/000. Mail, telephone and email data (single use): £400/000.

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