



A Strategic Marketing Agency



About BDP Agency

We specialise in **bespoke data** and the management of **marketing campaigns** requiring business data. We offer a comprehensive marketing resource for **B2B** and direct mail, email and **telemarketing campaigns**.



Our BDP team will design, implement and manage your campaign around your strategic goals. Our approach is guaranteed to give you outstanding results.

We work with **major national and international corporate brands** to make sure their marketing strategy works by providing highly effective and **top quality research** and market intelligence with a **talented team** of business data experts for campaign management.

Clients

BDP Agency is an **award winning** organisation that has achieved excellent national and **international recognition** for our business data and **strategic marketing** services.



BDP Agency Director Jane Snee with Sir Richard Branson

We are unique in the way we **research** business information **intelligence**. Trusted by 9K+ happy customers...



" We have recently used BDP's services to acquire a list of estate agents near Bristol. The data was received quickly and is top quality. I would highly recommend and for future data needs I will be going straight to BDP! "

Olly Culverhouse - Signable

Our Services

A Strategic Marketing Agency and Experts in B2B Data.

We specialise in consultancy and the management of marketing campaigns requiring UK and International business data.

With over 5 million businesses in the UK alone, BDP are constantly analysing this market to ensure we provide only the highest quality products to our clients and we are so confident, we are the only company in the industry that can provide a 100% guarantee.



Services

- Bespoke Data Sets
 - B2B
- Telemarketing
- Direct Mail
- Email
- International Data
- Market Research
- Lead Generation
- Full Campaign Management

“ Fast, professional and up to date, the data provided was easy to use and great results. After using many data providers in the past I would not hesitate to use BDP again. ”

Katie Mays - Bizspace

Client Benefits

Did you know?

- Total Businesses: In 2023, there were **5.6 million UK businesses**, slightly up from 2022 but still below the 2020 peak.
- SMEs and Microbusinesses: **SMEs make up 99% of all businesses**, with 95% being microbusinesses (0-9 employees). SMEs employ 61% of the workforce and generate 53% of turnover.
- Business Births and Deaths: **801,000 businesses started in 2022-23**, while 585,807 closed, the highest dissolution rate on record.
- Service vs. Manufacturing: The **service sector accounts for 73% of businesses**, while manufacturing represents just 5%.

You can see from this snapshot that there is **certainly a lot to keep up to date** and the BDP team spend time filtering these businesses from companies house, membership organisations, trade publications and in-house research.

No contact is added to our base without going through our **full verification process** to suppress surplus companies, births, deaths and updating all details. See our verification process chart for full details.

Benefits

- 2-3 days Data Age
- Data Cleansed At Point Of Sale
- Quality Contacts
- Bespoke Data Packages
- High Delivery Rates and Low Bounces Rates
- Only Personal Contact Details (No Generic)
- Passionate About Your ROI
- DMA and IDM Best Practice

Statistics

“77% of people read our direct mail”

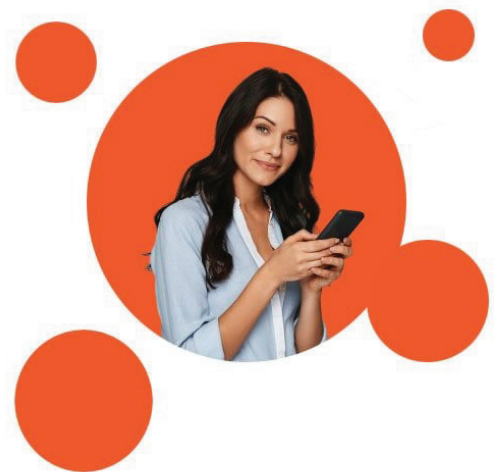
“26% of people read our emails”

“Data checked immediately before despatch”

“Unique in-house market research team”

“100% data accuracy”

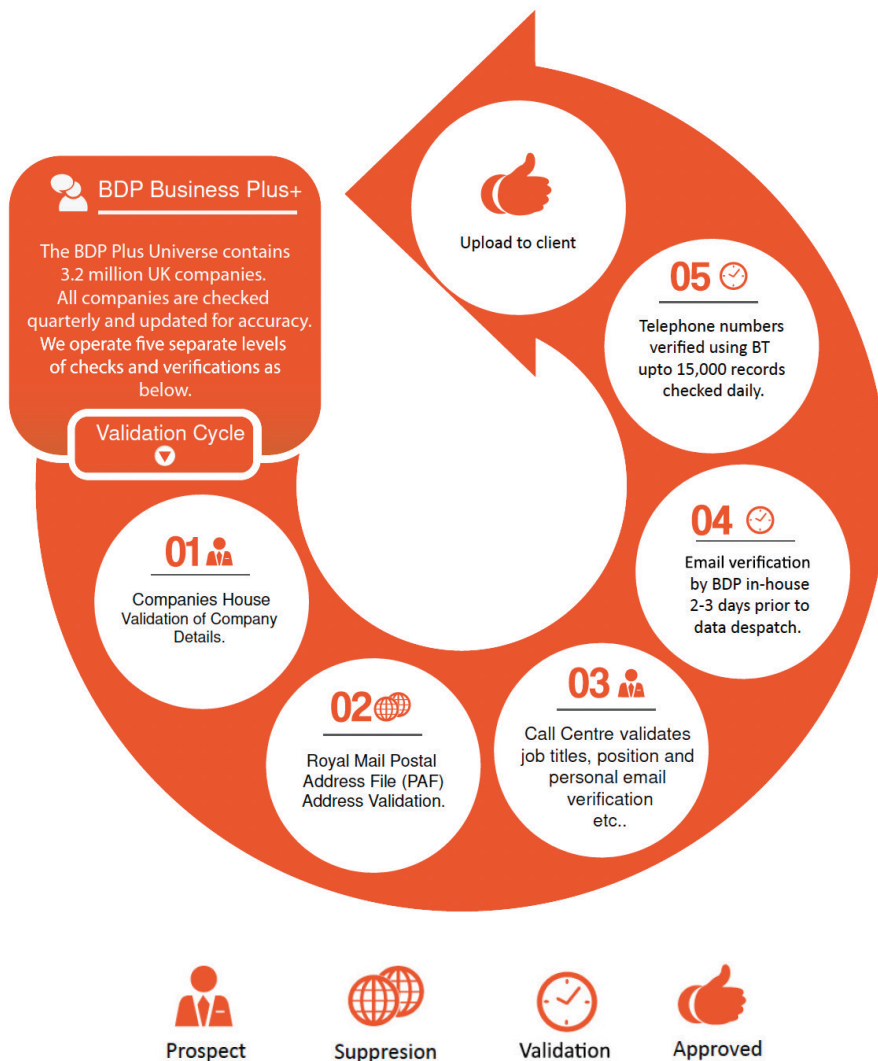
“2-3 day fresh, data age”



“ BDP has just provided Utilitrack with an excellent set of contacts in an extremely swift and efficient way. I would have no hesitation in recommending them if you are looking to expand your customer base. ”

Gary Drabble - Utilitrack

Business Plus+ / Data Validation



As the only UK B2B data owner, BDP delivers the highest quality data with a 100% guarantee. Our business data is refreshed through five levels of verification, completed 2-3 days before your order—something no other company can match.

01 – Verification with Companies House for updates on companies and directors.

02 – Validation with Royal Mail for address accuracy and suppressions.

03 – Daily verification by our contact centre for job titles, positions, and personal B2B emails.

04 – Email verification by our in-house system at the point of your order.

05 – Telephone number checks against BT to confirm active lines.

Results / Why it works

- We tailor our bespoke data packages to meet your requirements
- We believe in quality not quantity
- We save you time & resources in getting to the decision maker
- We run multi channel campaigns across all media
- We are the only UK B2B data owner
- We turn business data into market intelligence
- We have a track record of success

For further information see:

www.bdpagency.com



" Our staff have been exceptionally complimentary about the telemarketing data, well laid out and clean. A successful campaign resulted, and I have got to know BDP very well, truly wonderful people. **"**

John Heslop - Chemex International

Campaigns

BDP specialise in creating **award winning data** packages for client use or **fully managed campaigns** sent from our white listed email system.

Our design team can create HTML email assets or we can broadcast your supplied artwork to our unique data selections. All broadcasts come with full campaign reporting.



“ Partnering with BDP for the Olympic Games was a game-changer. Their 100% guarantee gave us peace of mind, and their unique position as the only B2B data owner in the UK ensured our campaigns reached the right audience every time. Their dedication and expertise made all the difference in our marketing strategy! ”

How can we help?

We are a friendly team, **call us on 0333 200 1860**
businessdatapropects.com



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