



EFFECTIVE LEAD GENERATION

TERADATA®

FINDING NEW CUSTOMERS IS AN ART. WE HAVE PERFECTED IT.

Many people need your product or service now. The art is in identifying these people and successfully connecting with them. We have been doing this since 1999, and are consistently increasing the number of customers for our clients.

ARE YOU LOOKING FOR PEOPLE who are interested in personal pensions? Customers looking to change broadband or mobile provider? Consumers who are about to buy a new car or readers interested in your newsletter? Based on our extensive email address database and our online network, we can provide you with access to people who are looking for exactly what you are offering. Via our industry-based and product-specific portals we enable companies in all sectors to build up and expand high-quality address data of their own for the purposes of distribution and marketing.

BUT IT IS YOU WHO DECIDES the breadth and depth of the data that we collect on your potential new customers. Before handing you the addresses, we verify them and ensure that there are no duplicate entries in your data sets. Therefore, you will pay only for new leads, which you can then target securely with individual offers through your call center, by post or email.

AT TERADATA SECURING THE QUALITY of our data is top priority. This is why we obtain explicit permission prior to sending out communications to any contact. As a member of the most important associations of the online sector, it goes without saying for us that we guarantee compliance with legal requirements throughout the entire process.

Based on our many years of experience and being one of the largest online networks, we can now generate up to 500,000 new addresses a month for you. Leading companies throughout the world have used this service successfully and have benefited from disproportionately high conversion rates. For more information on our online network visit www.Teradata.com. We can also share more specific information and ideas with you in a personal consultation. We look forward to hearing from you.

BENEFITS OF ACQUIRING NEW BUSINESS WITH TERADATA:

- We offer you one of the largest online networks for acquiring new business records.
- We have many industry-based and product-specific portals.
- Thanks to Teradata duplication check, you will only pay for new leads.
- These will be sent to you in the form of high-quality addresses, which are yours to keep, including the permission to contact them.
- You can target these leads through your call center, by post or by email.
- You can also increase your sales by setting up or expanding your own newsletter mailing list.
- You decide the breadth and depth of the data that we collect.
- You will benefit from a very high degree of scalability, thanks to our large permission databases.
- Our customers appreciate the high conversion rates generated by attractive content and user-friendly forms.
- Compliance with legal requirements.



AT TERADATA, OUR LEADS ARE OF HIGH QUALITY AND LARGE VOLUME. WE GENERATE THESE LEADS ACCORDING TO YOUR COMPANY REQUIREMENTS, RESULTING IN HIGHLY TARGETED PROSPECTS.



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teradata.com

TERADATA.

**THE BEST
DECISION
POSSIBLE**

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