



B2B & Firmographic Append UK

Melissa's B2B enrichment solution for the UK will provide a comprehensive insight into firmographic data. Ranging from corporate to sole traders in the UK, Our B2B data is based on the latest Companies House file and has access to over 3.7 million tele-researched business site records and more than 8.2 million decision maker contacts by job function with contact details and financials data appended.

With over 100 B2B data selection options, Melissa's firmographic data service can help you resolve business entities for standardisation and record consolidation, plus it provides a wealth of fundamental characteristics about a business that can be utilised for decision making, lead scoring and optimised B2B marketing and sales efforts.

- **Add valuable business characteristics** including SIC codes, sales volume, number of employees and more for improved analytics and segmentation.
- **Standardise business names and acronyms** (e.g., TMC – Time Warner Cable) to prevent duplicate accounts.
- **Update contact information** to improve customer retention and prevent lost opportunities.
- **Identify businesses** that have ceased trading or changed business name.
- **Navigate, detect, and communicate** with prospects with similar buying profiles.
- **Highest Level of compliance.**

Standardisation

The way company names are entered into a system can vary widely, making it a prime pain point for deduplication efforts. For instance, a CRM may have the following company names: "Aston Martin Motors Corporation", "Aston Martin Ltd UK", "Aston Martin Motors UK", "AM Motors". Global Business can normalise all these business names to one entity: "Aston Martin Lagonda". Resolving multiple similar business names to one golden standard provides data standardisation that is key for successful deduplication and record matching efforts, and it helps reduce the create of duplicative accounts as data is entered by sales and marketing teams.

Melissa's Firmographic Data Append and Enrichments will also resolve misspelled or incomplete business name – simply pass in the address, phone, or stock ticker and our solution will return a standardised business name, contact information and firmographic details.



Compliance!

You can be confident that any data you acquire from us is the most compliant available in the UK today being strictly compliant with the ICO code, the DMA code of practice, the EU Electronic Communications Act and impending the GDPR code of regulation.

We uphold our quality guarantees ensuring our data is cleaned and maintained on a regular basis by our in house experts to ensure that your data requirement is met. However, no matter how difficult, different, or complex they are, Melissa is here to help you get the data you need.

Get Started Today!

>> Get a FREE quote: <https://www.melissa.com/uk/firmographic-data>

Industry Breakdown

Industry	Organisations	Locations	Contacts
Agriculture, Forestry & Fishing	56,491	65,878	141,014
Mining & Construction	270,869	310,307	665,079
Manufacturing	198,444	241,065	652,451
Transport, Communications & Utilities	131,813	160,887	345,168
Wholesale	73,873	96,657	235,724
Retail	257,833	366,591	740,874
Finance, Insurance, Real Estate, Property	153,541	190,229	496,705
Business Services	747,425	851,461	1,892,107
Leisure & Retail Services	379,506	489,872	1,069,178
Local & National Government	4,345	5,706	14,733
Health & Education	250,590	321,446	827,139
Other	164,208	199,821	487,503

Technical Information

- SOAP/JSON/RESTful API
- Integrations for Microsoft® SSIS, Dynamics CRM®, Excel®, Pentaho® PDI, Talend®, and Salesforce®

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