

Paul Evans Associates

unlocking the power of your data



Data Briefing Document

Please complete as much information as possible and return to paulevans@paulevansassociates.com

Background to the campaign?

1. What are the objectives of the campaign?
2. What is being promoted?
3. Is there a website that we can view to better understand the product or service being promoted?
4. If you are a 3rd party intermediary working on behalf of a client, is this for an incumbent business or a pitch?
5. When is the campaign due to kick off?
6. Do you/your client have any specific preferences regarding data?
7. Which data suppliers have you approached already so that we can dovetail our proposal?
8. Anything else that might enable us to add value to your campaign?
9. Which channel will you use to lead your campaign – post, telephone or email?

Quantity of records required?

Budget for data acquisition?

Number of employees?		
<input type="checkbox"/> <10	<input type="checkbox"/> 100-249	<input type="checkbox"/> 1000+
<input type="checkbox"/> 10-49	<input type="checkbox"/> 250-499	<input type="checkbox"/> Other:.....
<input type="checkbox"/> 50-99	<input type="checkbox"/> 500-999	
Decision Maker Contact?		
<input type="checkbox"/> Senior eg. MD/CEO	<input type="checkbox"/> Marketing	<input type="checkbox"/> Networking/CISO
<input type="checkbox"/> Finance	<input type="checkbox"/> Purchasing	<input type="checkbox"/> Infrastructure
<input type="checkbox"/> IT	<input type="checkbox"/> Sales	<input type="checkbox"/> Personnel/HR
<input type="checkbox"/> Operations	<input type="checkbox"/> Facilities	<input type="checkbox"/> Other:.....
Sector?		
<input type="checkbox"/> All	<input type="checkbox"/> Marketing Services	<input type="checkbox"/> Engineering
<input type="checkbox"/> IT & Telecomms	<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Retail
<input type="checkbox"/> Government	<input type="checkbox"/> Building & construction	<input type="checkbox"/> Wholesale & Distribution
<input type="checkbox"/> Health	<input type="checkbox"/> Motor Services	<input type="checkbox"/> Leisure & Entertainment
<input type="checkbox"/> Education	<input type="checkbox"/> Office Services	<input type="checkbox"/> Other Services
<input type="checkbox"/> Public Services	<input type="checkbox"/> Professional Services	<input type="checkbox"/> Chemical processing
<input type="checkbox"/> Finance and Banking	<input type="checkbox"/> Transport/Transportation	<input type="checkbox"/> Mining/fuel/metal
<input type="checkbox"/> Publishing and Media	<input type="checkbox"/> Other:.....	
Geography (country, region, postcode)?		
Head office locations only? <input type="checkbox"/> Yes <input type="checkbox"/> No		
One name per site/organisation <input type="checkbox"/> Yes <input type="checkbox"/> No		
Multiple contact names? <input type="checkbox"/> Yes <input type="checkbox"/> No		
Other information e.g. installed base, number of sites, turnover/revenue, number of PC's/servers?		
Usage details? <input type="checkbox"/> One off campaign <input type="checkbox"/> 12 months use lease		
Primary method of approach		
<input type="checkbox"/> Mailing	<input type="checkbox"/> Email marketing	
<input type="checkbox"/> Telemarketing	<input type="checkbox"/> Are personalised email addresses essential?	
Attributes required:		
<input type="checkbox"/> Name, job function, co. name & address	<input type="checkbox"/> Personalised email address	
<input type="checkbox"/> Tel number	<input type="checkbox"/> SIC code / business description	
<input type="checkbox"/> Employees	<input type="checkbox"/> Turnover	
<input type="checkbox"/> Other:.....		

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