

Case Study



Reed Business Information takes advantage of those most likely to buy

What was the requirement?

Reed Business Information were looking to identify prospects with the highest propensity to subscribe to one of its UK titles, *Estate Gazette*—a leading commercial resource for property professionals.

What kind of service did we provide?

Data HQ and Reed Business Information agreed a plan to profile and analyse their existing and lapsed customer database for readers of the *Estate Gazette*. The profiling and analysis project enabled us to build a sophisticated 'look-alike' scoring model and profile of companies and individuals that were most likely to read and subscribe to *Estate Gazette*. On the back of the analysis three highly targeted data sets were supplied and a campaign was developed.

What did the client have to say?

"We knew there were sectors that were more biased towards our products, but we needed to drill down to find them. We were able to do this with Data HQ's help. We're now looking at using that model in other areas of our business".

Company Facts



Reed Business Information UK brings over 100 market leading brands to an audience of 30 million decision makers worldwide through its multi-platform media of web products, magazines, exhibitions, conferences and industry awards.

www.reedbusiness.co.uk