



WHY IS DATA
LICENSING CRITICAL
FOR YOUR
BUSINESS?

WHAT IS DATA LICENSING?

Data Licensing or Bulk Data solution is a service which allows you to get access to accurate, clean real-time sets of database, specific to your requirement. You become the licensee for that particular set of database.

What kind of Data can I license?

B2B as well as B2C Customer records.

For how long can I license the Database?

The time period of the license varies from vendor to vendor. However in Span Global Services we give you access to licensed data for a time period of 2 to 3 years.

Why should I opt for Data license instead of purchasing contact lists?

Internal databases are not always enough to meet your multi-channel campaign objectives. Hence you feel the need to purchase third party data and customer intelligence. Moreover it's an expensive affair to invest in niche customer data lists very often. It rather helps to acquire customer database specific to your requirement in bulk.



Apart from backing data requirements will I get any other benefits with Data Licensing?

Span Global Services' customer data will not only provide access to rich and licensed data but you can also benefit from:



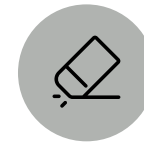
Customized Mailing lists

You can access specific database based on your industry segment



Email Blast

You can send emails to your custom list which includes all opt-in emails



Data Cleansing

The database you get will be cleansed and updated frequently



Data Enhancement

You will receive monthly updates of new database specific to different industries and topics



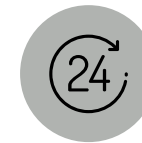
Customer Intelligence

Your database will be backed with robust customer intelligence



Data Management Platform

Integrated data management platform which allows you to involve in cloud and data analytics



Database consultation

Free 24/7 consultation with experts to manage your campaigns



How will data licensing help my overall business?

Data licensing will help you addresses the following:

- »» Absence of real time and accurate customer database
- »» Absence of relevant industry and customer intelligence
- »» Excessive dependency on affiliate channels
- »» Limited and poor quality database without market research
- »» Database repetition
- »» High email bounce back rate

Why should I choose Span Global Services as my B2B Data licensing partner?

We are growth enablement partners for clients across 83 countries helping extend reach over 42 million top global executives and close to 350 million consumers database across the world.

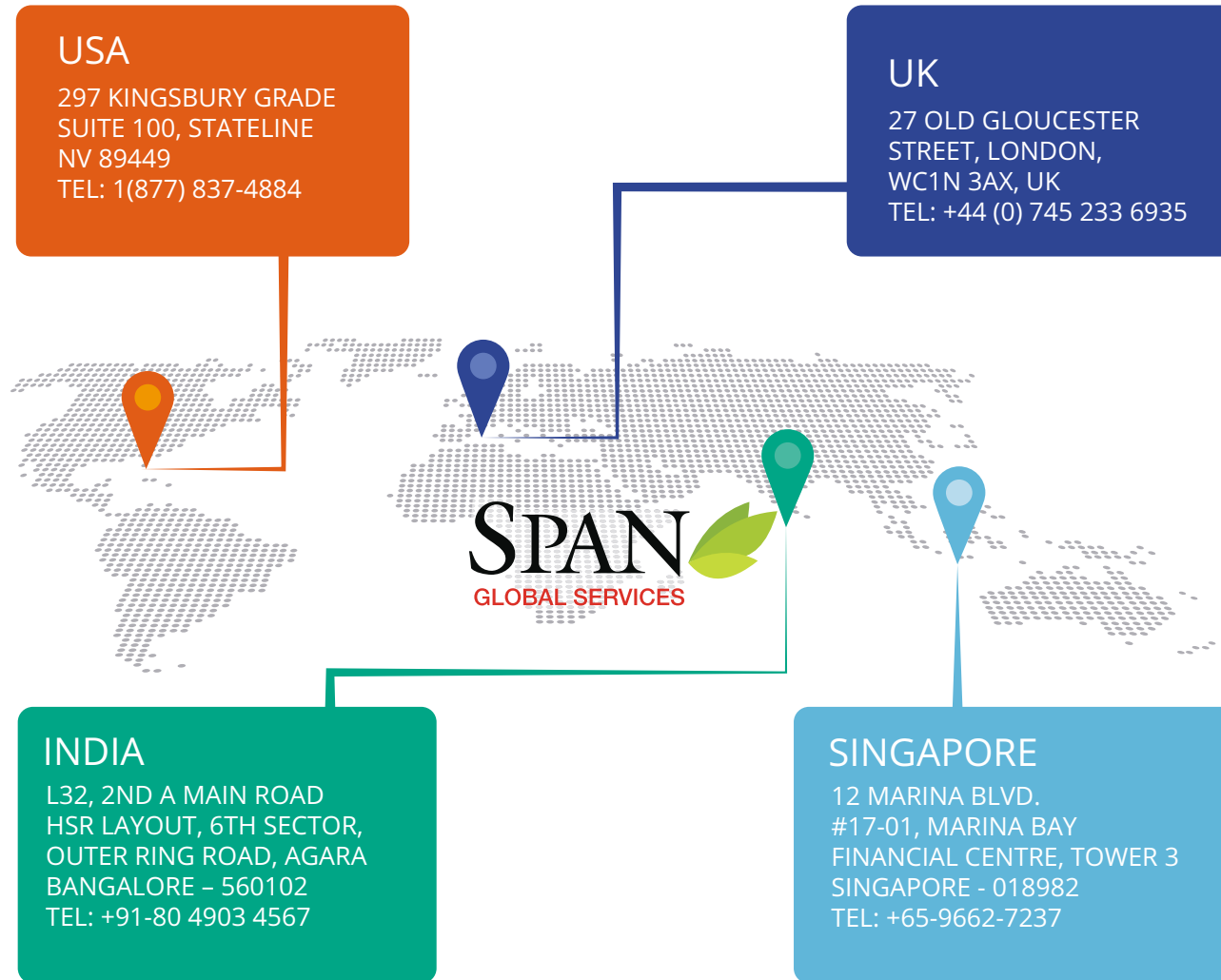
Our repository includes 120,000+ corporate contacts and a direct access to over 20,000 of world's biggest B2B companies. We have an exclusive team of data experts and a research team that extensively ensures that every record is updated and active.

What's more? Our Databases are compliant to world-wide data protection acts, allowing you to target the top level contacts by department in the largest B2B companies.

Select your contacts based on Department, Industry, Turnover, Employee Numbers, Geography and more...

AS DATA PROVIDERS...	AS CONSULTANTS...	AS MARKETERS...
<ul style="list-style-type: none">› List building/management› Data Profiling› Technology Data Intelligence› Data Appending Services› Data Cleansing & Verification› Tech Install-base Lists	<ul style="list-style-type: none">› Marketing Consulting Services› Demand Generation› Marketing Automation› Marketing/Sales Integration› Business Consulting Services	<ul style="list-style-type: none">› Telemarketing Services› Email Marketing› Social Media Marketing› Search Marketing› Event Marketing› Direct Mail Marketing
SEE MORE >	SEE MORE >	SEE MORE >

REACH OUT!



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