

## **MEDIA RELEASE**

**24 September 2013**

**For immediate release:**

### **Business Advantage releases Target Name Research White Paper 'Getting to the RIGHT People'**

The IT, software and telecom industry research specialist [Business Advantage Group](#) has announced the release of a white paper on [Target Name Research](#).

Winning new customers means communicating the right message to the right people at the right time. Target Name Research is company research to find target decision makers, audiences or influencers. This type of research creates target lists and prospect databases – especially in niche target markets.

“Target Name Research has become a key component of many Business Advantage customers’ growth strategies so we are publishing this White Paper to explain how to make a campaign focused, accurate and cost effective,” says Chris Turner, Chief Executive Officer of Business Advantage.

[Target Name Research](#) (TNR) should be applied to gather ‘hard to get’ information which cannot be sourced from traditional marketing lists. High level key decision maker names are often easily available – that’s pretty much where most commercially available data lists start and end – but their personal details such as email address and direct telephone number, details on their responsibility, their PA’s name and who they report to are usually concealed for obvious reasons! Also, if your target decision maker or influencer is in a niche discipline there is little or no chance of finding their names on any published list.

Chris adds: “Our [White Paper](#) outlines the importance of Target Name Research in today’s information rich marketplace and how best to approach the process.”

Business Advantage’s team of specialist researchers has undertaken B2B market research on a worldwide basis and has completed over 1,000 assignments for information and communications technology clients in over 100 countries, spanning five continents.

“After many projects over a number of years in the UK, in various other EMEA countries and the Americas I can highly recommend Business Advantage's services,” says Anne Piquet, Market Study Manager, Lectra. “The projects have enabled us to better understand our markets, make better decisions on sales and marketing activities, target key decision makers and companies, make our sales team more productive and assist in growing revenues. In particular their data and Target Name Research services have always delivered the project objectives and the quality of the data has been excellent.”

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### **Notes for Editors**

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**Business Advantage:** Formed in 1992, **Business Advantage** is a B2B market research, business development and marketing consulting practice operating in the global IT, Digital Communication and Telecommunications sectors. Their team of specialist researchers has undertaken B2B market research on a worldwide basis and has completed assignments for information and communications technology clients in over 100 countries, spanning five continents.

Business Advantage provides a wide range of services to many leading international companies, including **3M, Autodesk, Canon, Dell, HP, Infor, IBM, Intel, Lexmark, Microsoft, Oracle, SAP, Sony, Sophos, Synopsys, Xerox Engineering Systems** and many others.

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