

Topic:
Data in the
CAD/CAM Market

Selecting data in the CAD/CAM Market

7 key things to think about when selecting your prospect data, with our [whitepaper](#)

iCAD is produced by Business Advantage, a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunication sectors.

Crucial to the success of any direct marketing campaign is not just the message, not just the timing and not just the regularity and consistency of message - whilst all of these increase the chances of message to revenue conversion *they cannot do it alone!*

Getting the RIGHT message, at the RIGHT time, at the RIGHT intervals to the **RIGHT PEOPLE** maximises your chance of a campaign having the result on your sales pipeline that you're looking for.

Sounds easy? Think again. How do you ensure that the database you are using or about to acquire will hit the mark? How many follow up calls receive a sharp response that your type of product or service is not used, or that the company is far too small to need your sophisticated technology, or far too large to deal with individual site software licensing, or that the CAD Manager left four years ago, or the company doesn't exist any more?

Since 1996 Business Advantage has been supplying many leading IT Vendors and their Channel Partners with quality contacts from our own unique UK CAD/CAM User Site Database, built from the "ground upwards" and containing a substantial portion of the UK technical computing market. We believe we know what companies should be looking for when purchasing data, and we're happy to share our [7 Key](#) thoughts whitepaper with you, and help you prepare for growth in your sales leads.