

Data Strategy Awards Winner 2006

On Wednesday 22 November 2006, Experian's Marketing Solutions division retained its position as a leading data provider with the award of 'Data Services Provider of the Year' for the second year running.



Pictured: Ed Byrne (Comedian compere), Adam Leslie (Sales Director, Prospect Targeting), Sally Pugmire (Events Director, Centaur).

About the award

The Data Strategy Awards 2006 are judged by a group of direct marketing and data professionals, drawn from client organisations as well as data services providers. The awards are one of the first specifically designed to reward the role of data in driving business success.

Experian's Marketing Solutions team were judged on their activities from June 2005 until March 2006 – and for the second year running, they ran away with it.

Bigger, better and harder to argue with is how the judges viewed Experian's success. "The benefits of its investment strategy and product innovation are evident and provide a very high benchmark for the market" was the verdict from the judges.

About the winning entry

The award was won on the basis of yet another great year for marketing solutions: the acquisition of ClarityBlue, European expansion through CheetahMail's roll out in Ireland and Continental Europe. Plus the introduction of new products, including Current Account Switcher, Canvasse Saver, Club Canvasse Market Triggers, advanced Club Canvasse Prospecting Models, Prospect Data Integrity and Absolute Contacts. On the strength of which new or renewed contracts were signed with Barclays, Berry Bros. & Rudd, British Sky Broadcasting, Cahoot, CCR, Comic Relief, Express Gifts, Gala Group, Help the Aged, Leukaemia Research, Norwich Union, Reader's Digest, Redcats and Royal Mail.

About the winning team

Pulling together the winning entry was John Garlick, Marketing Co-ordinator. The division was represented at the awards ceremony by Adam Leslie, Sales Director; Siobhan Walters, Senior Business Development Manager; Barbara Koupparis, Sales Manager; and Virgine Elbaz, Senior Account Manager.

Concluding the entry John wrote of the team's reason for winning: "During the last twelve months, no other data service provider has done more to extend its geographic reach and introduce more genuinely innovative products that continue to push boundaries than Experian."

Reflecting on the award, Chris Savage, Managing Director of Marketing Solutions, said: "Congratulations to everyone within Marketing Solutions. It is your hard work and commitment that has contributed to the success of the division, winning the award for the second year running."