



Data Management Lab by RGA

we analyse B2B data create effective sales pathways and improve revenue

DataLab by RGA:

Specialises in managing B2B data for direct marketing use by the meetings & hospitality industry in a GDPR marketing / post pandemic era.

Using our knowledge of data analytics and experience researching missing contact data, we identify potential new clients and ways of increasing client engagement.

RGA offer a range of practical solutions to help your organisation understand more about your clients' priorities; creating sales pathways targeting potential new business and expanding existing relationships.

DataLab by RGA:

- Rapid to deploy
- Flexible and scalable
- Refreshes existing CRM data, a requirement of GDPR
- Research missing contact data from LinkedIn profiles
- Identifies high-value buyers, audiences, and influencers
- DataLab allows your sales team to focus on closing sales

- Professional research teams representing your organisation with honesty and integrity
- Specialists in MiCE & Hospitality industry

3 Step: Basic Communication Plan

STEP1: TELEPHONE interview to understand need, establish interest and preference in receiving information from your organisation:

GDPR Data Cleaning includes:

1. Data audit, merging existing data sheets
2. Removal of mis-formatted data & duplications
3. Telephone remaining core data to assess “legitimate interest” and communication preference

Those who can't be contacted by telephone will be transferred to STEP2

STEP2: EMAIL sent to those who cannot be contacted by telephone

Email outlining corporate message/business opportunities/USPs and collecting communication preference for your direct marketing database. We shall help build the html email, create research questionnaire, and provide sample templates.

STEP3: POST data collection with postcard questionnaire and communication preferences to those who cannot be contacted by telephone or email

A5 postcards will be sent to those not already contacted by telephone or email inviting / incentivising them to complete a short questionnaire to capture data and their communication preference.

RGA shall design, merge data, print postcard, manage fulfilment and despatch by Royal Mail.

Rules for GDPR compliance are quite simple:

- USE Legal Basis “Legitimate Interest” for Direct Marketing.
- Don't contact someone (private and business) without their consent or who have no legitimate interest in your product/service - (except by post).
- Don't assume they want to hear from you.
- Don't cold contact them, and don't send them irrelevant information that they didn't request.
- Maintain a secure record of those “unsubscribed” so they don't get added back into your database.
- Be transparent in your Privacy Policy about your business function, operation & intent.
- And, of course, no pre-ticked boxes

Projects will be priced on an ad hoc, step by step, basis.

For each Step, an outline of the work and quotation will be raised.

RGA will not commence work until formal confirmation (at each stage) is received.



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