

# Customer Case Study



## **Business mailing and email list**



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**Customer Name:** Reuters

**Industry:** Media

**Solution proposed:** Business mailing and email list

## Background and Challenges:

Reuters have an Insurance Newsletter called, which is a bi-monthly newsletter and it provides its readers with key developments in international insurance including topics such as country profiles, company profiles, and a world loss log detailing major losses and claims. World Insurance Report is a unique high-level strategic insurance market newsletter relied upon by senior management and analysts within the insurance market.

Reuters turned to Thomson Data to help them target senior decision makers in:

- Insurance Companies
- Re-insurance Companies
- Underwriters
- Brokers
- Intermediaries
- Rating Agencies
- Actuaries

## How Thomson Data helped achieving their goals:

In preparation for the Business Mailing and email List Acquisition, Reuters and Thomson Data engaged through a number of telephone conversations to draw up the parameters of the acquisition project. These conversations were translated into an in-depth briefing document, verified and signed off by Reuters.

Thomson Data engaged data specialists to identify the business data available in the master file. Thomson Data presented Reuters with realistic recommendations on the basis of the briefing document. Thomson Data continued to engage throughout the progress with Reuters to assure the high quality leads they were looking in the shortest possible time frame. Once the data research was completed Thomson Data delivered the data to Reuters.

## About Reuters

Reuters delivers business news and market analysis for the law, insurance, maritime, finance and banking industries. Reuters provides market data and business intelligence reporting that offers accurate and insightful analysis to make business decisions with total confidence.

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## Results

Once the data project was complete (10,000+ companies) Reuters started the data to target their new contacts by email and telephone to generate interest in the World Insurance Report, which is an on-going exercise.

Reuters has been most thankful for all the work that Thomson Data put in:

"I dealt with Thomson Data and wish to thank them for their continued professionalism, their excellent and pro-active consultancy, the extensive and detailed data acquisition options available, the research conducted after the acquisition and their speed at which they can turn things around! I look forward to doing business with them again in the near future!"

Lisa Himas, Reuters Professional

## About Thomson Data

Thomson Data is committed to providing cost effective data services that can help companies expand reach to new prospects and also enhance communication with existing customers. Thomson Data provide highly responsive mailing list and email lists that are custom built based on various demographic selects to help clients reach the right prospects.



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