



@ email marketing @ azam

Premium b2b communications

Exclusive reduced advertising rates

Email marketing is one of the most powerful marketing tools around. According to a Direct Marketing Association survey, email marketing generated a return of £46.71 for every pound spent... that's a 4,600% return on investment!

Azam Marketing has developed a reputation based on results, and enable advertisers to promote their services to subscribers of some of the UK's premium corporate brands. In our nearly two decades of experience in the industry we have carried out email marketing services and delivered leads for the likes of Lloyds TSB, Bentley, Regus, Citibank and HSBC.

Tailored email strategies

You will be allocated to one of our experienced Account Managers to guide you through the process. We will assess your target audience, creative offering and required exposure. We can then develop a campaign to suit your needs, optimising and scheduling delivery, before post campaign analysis:

- 📌 Account Manager Assignment
- 📌 Campaign aims and target audience
- 📌 Current creative analysis / new creative brief
- 📌 Data selection & volume
- 📌 Creative testing – rendering, inbox delivery, subject line & spam scoring
- 📌 Dispatch schedule agreed
- 📌 Campaign broadcast
- 📌 Tracking & reporting – delivery rate, opens & click-throughs (total & unique)
- 📌 Post-campaign analysis

Selection of client portfolio:

Why azam marketing?

- 📌 Target specific capabilities
- 📌 100% opt-in and anti-spam compliant data
- 📌 Contacts with a high affinity to online purchasing
- 📌 Support available 20 hours a day, 365 days a year
- 📌 In-house bespoke design service
- 📌 More than two decades of digital expertise
- 📌 Reductions off standard rates for limited period



Lists & Rates



- **uk online business data – Highly segmented business sector profiles – 1,955,252**

Segmentation

Our data consists of a high level of premium business profiling with comprehensive information on business sector and type. Segmentation criteria include the following and more:

- Postal address
- Job Role
- SIC Section / SIC 2 Division / SIC 4 Division
- Employee Band
- Fleet Vehicle Band
- Turnover
- Gender

Rates

We generate hundreds of thousands of pounds a month in sales for businesses, including some of the UK's biggest brands.

Base rental: £6/\$10 CPM*

Targeted rental: £14/\$20 CPM*

Minimum order value: £850/\$1,450

*Discounts are available for first time and large volume orders.

Some B2B records are also available for purchase - contact us for details.



- **auto trader site data – autotrader.co.uk – 1.2m**

Segmentation

The demographic profiling of Auto Trader's online audience is as below:

- postal address
- age
- gender
- car make
- car model
- car colour

Rate card

We generate hundreds of thousands of pounds a month in sales for businesses, including some of the UK's biggest brands.

Base rental: £10/\$16 CPM*

Targeted rental: £14/\$20 CPM*

Minimum order value: £850/\$1350

*Discounts are available for large orders and those from first time advertisers for a limited period. See offers below.



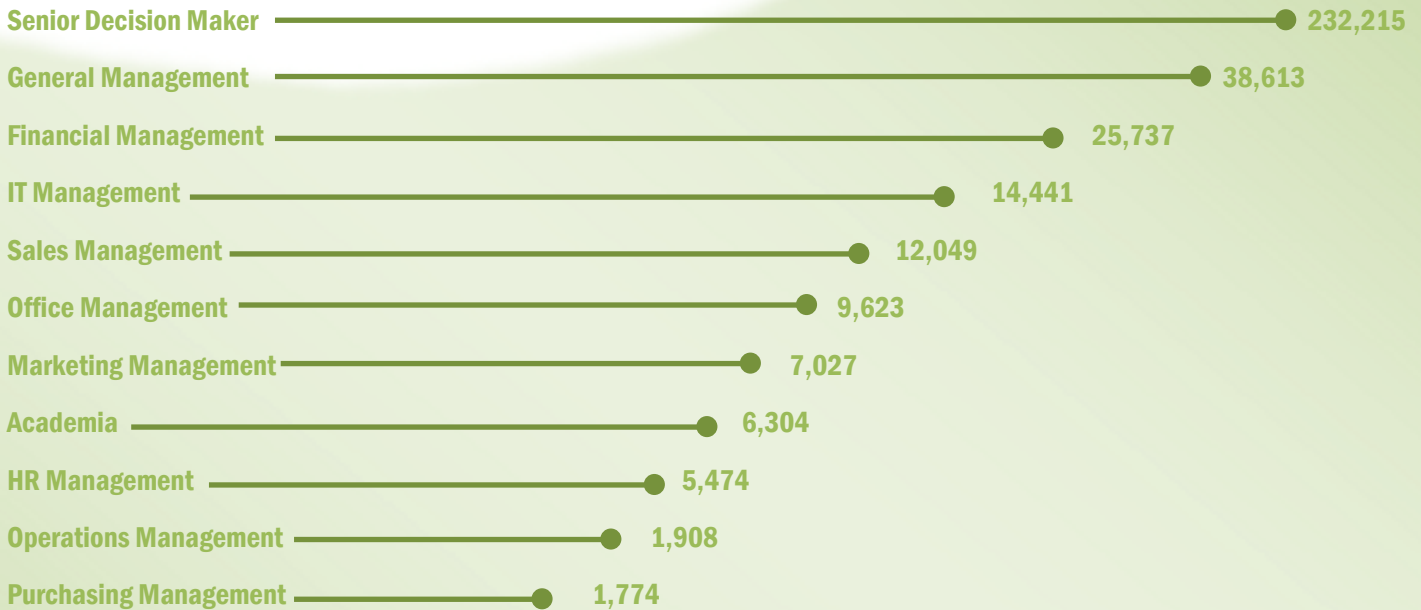
Key Targeting

Who do you need to contact?

Target senior decision makers most likely to have control of departmental budgets

TOTAL

359,757

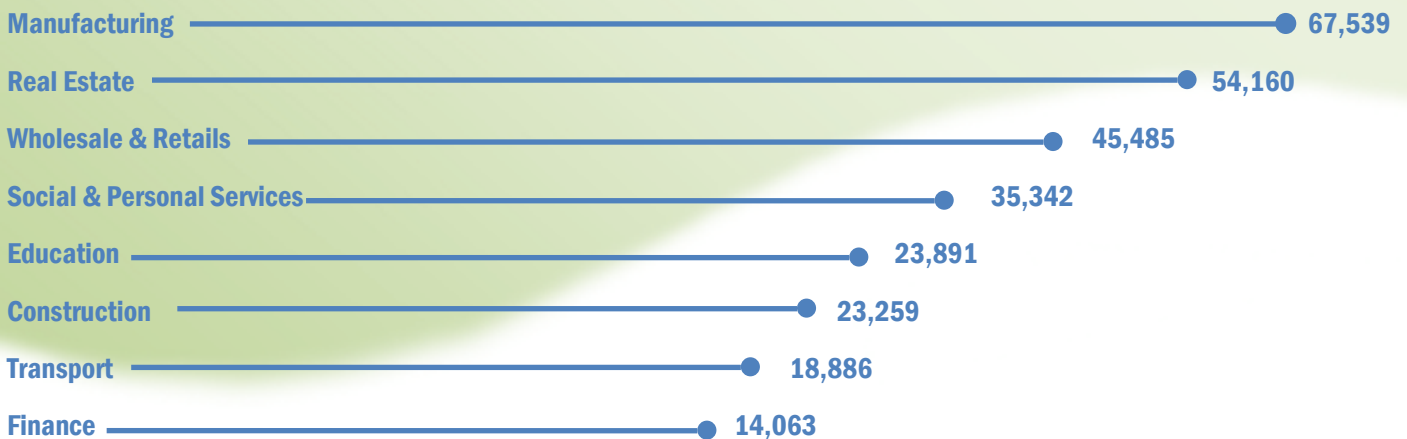


Where are they ?

Choose businesses by major sector industry codes

TOTAL

398,146

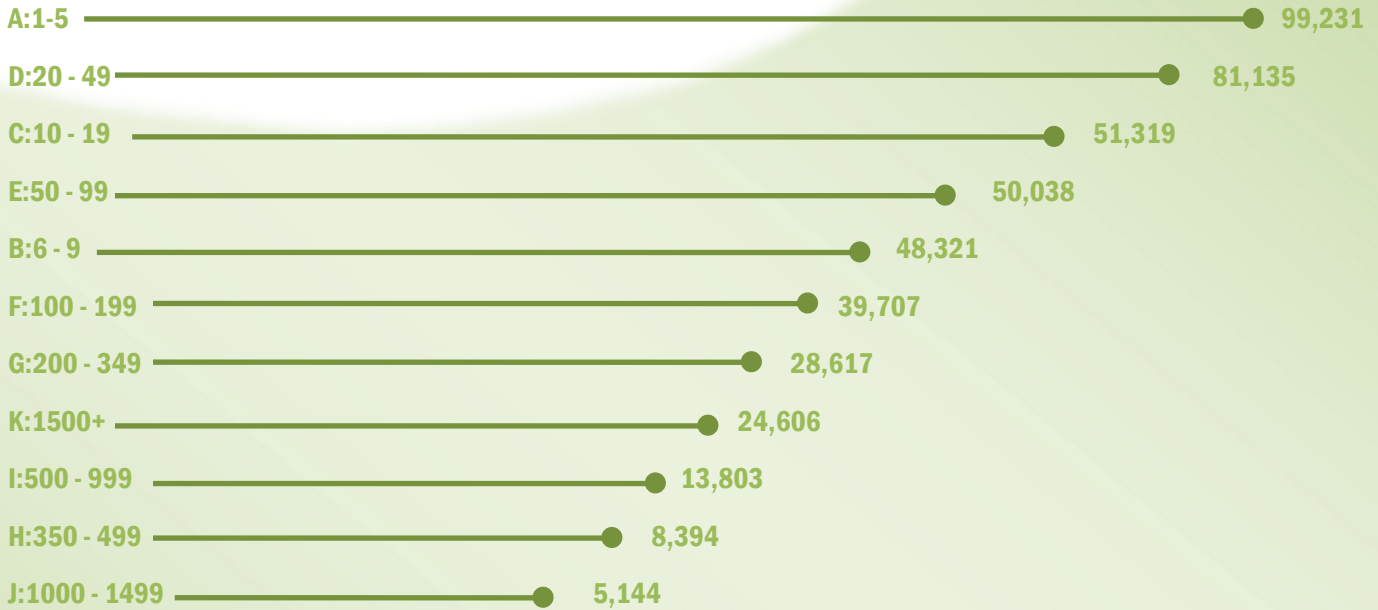




What is the size of the business ?

Choose businesses by employee band

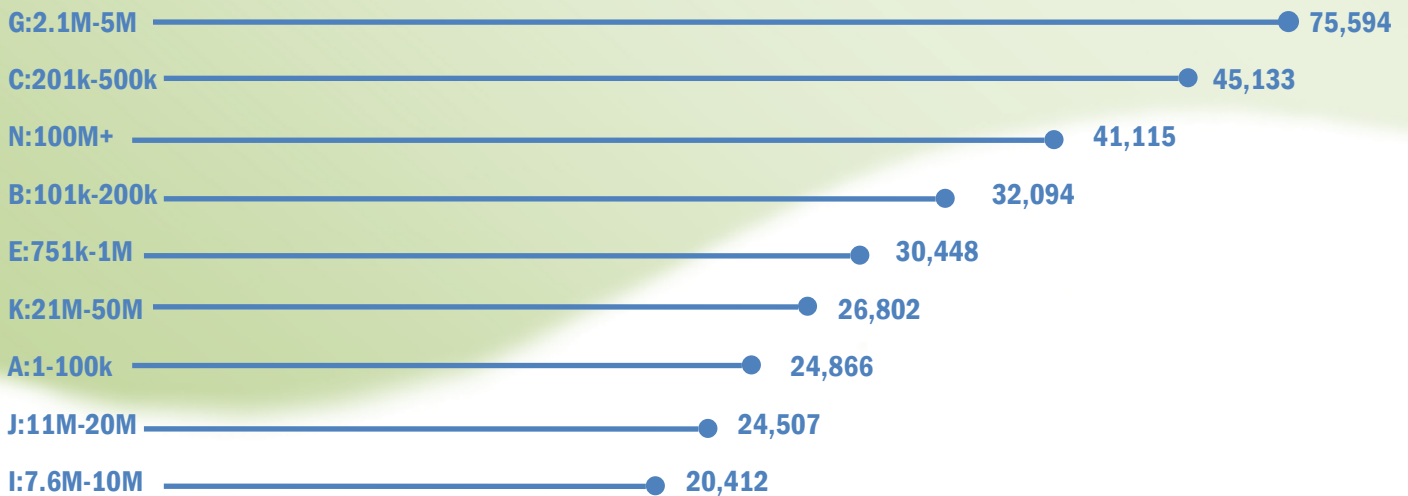
TOTAL 450,315



How much are they worth ?

Choose businesses by annual turnover

TOTAL 375,617

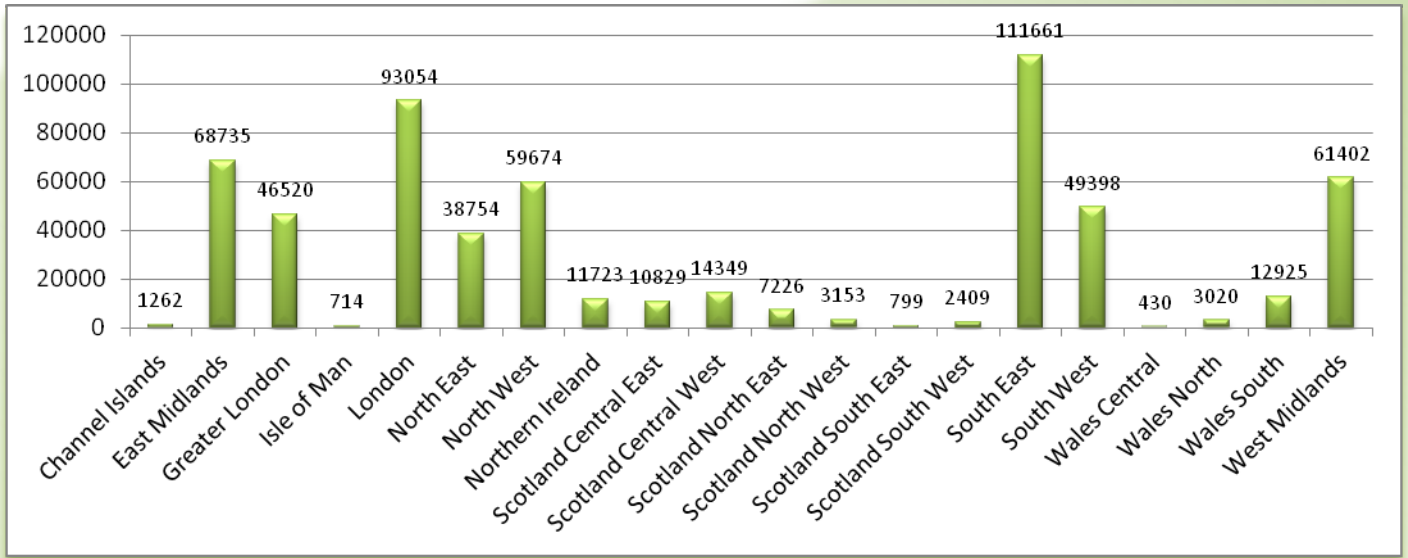




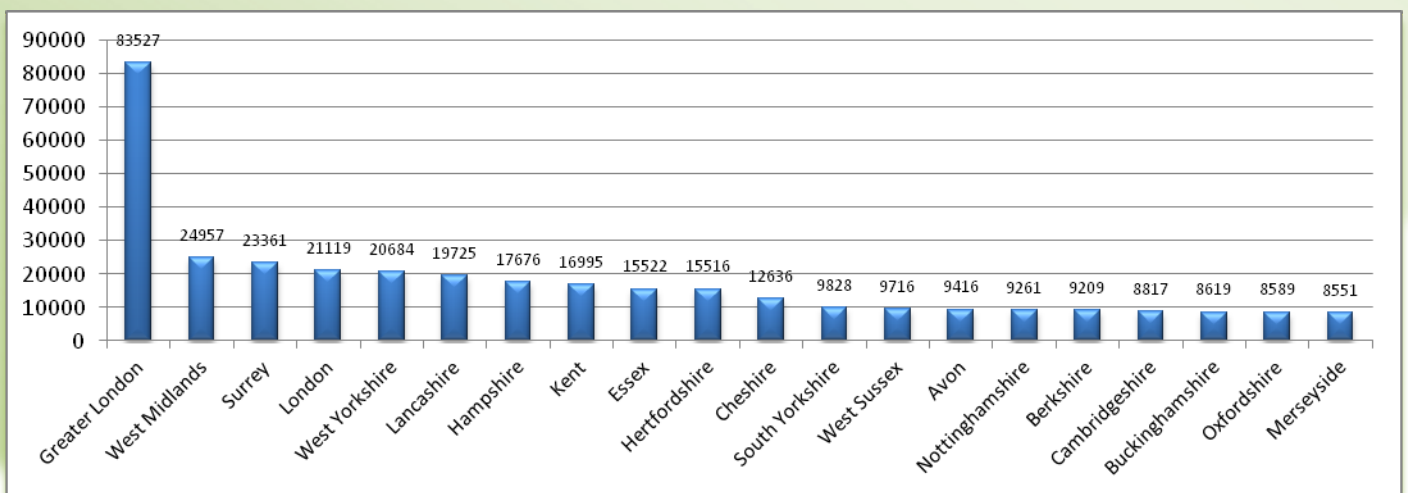
Geographical distribution

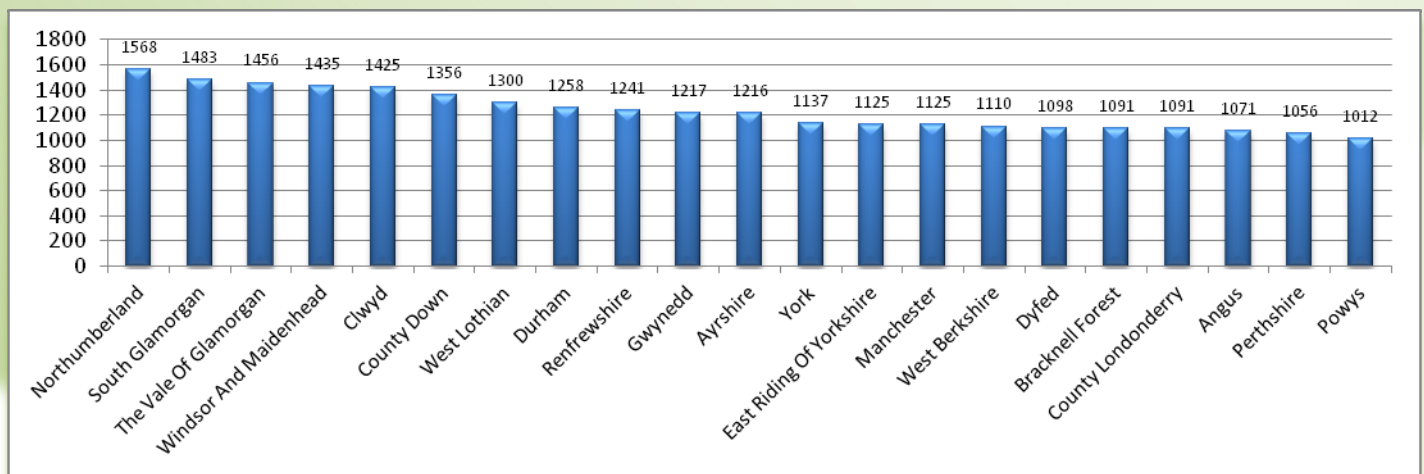
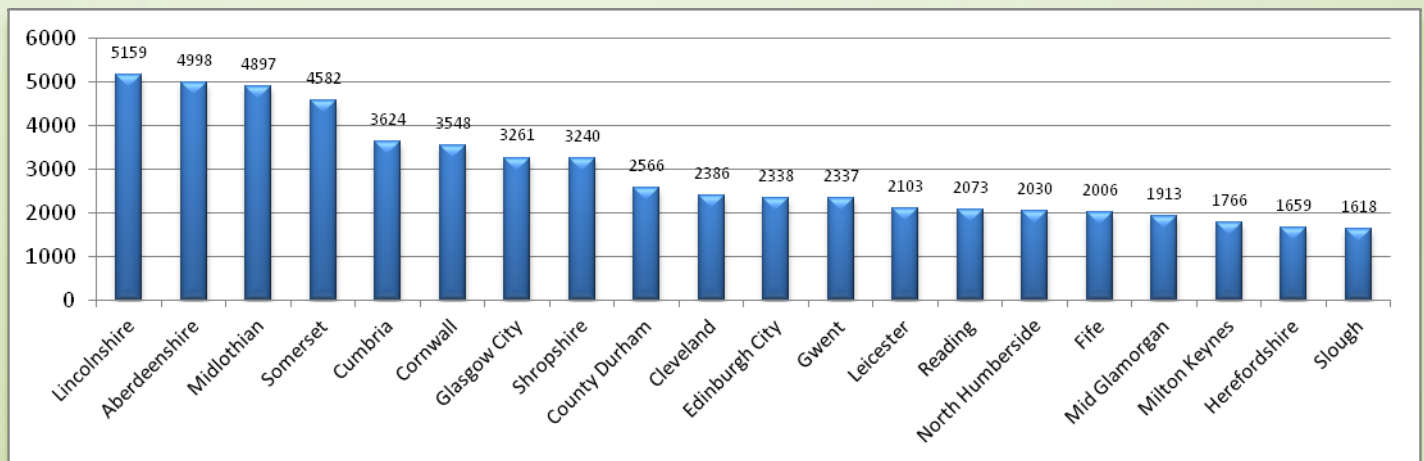
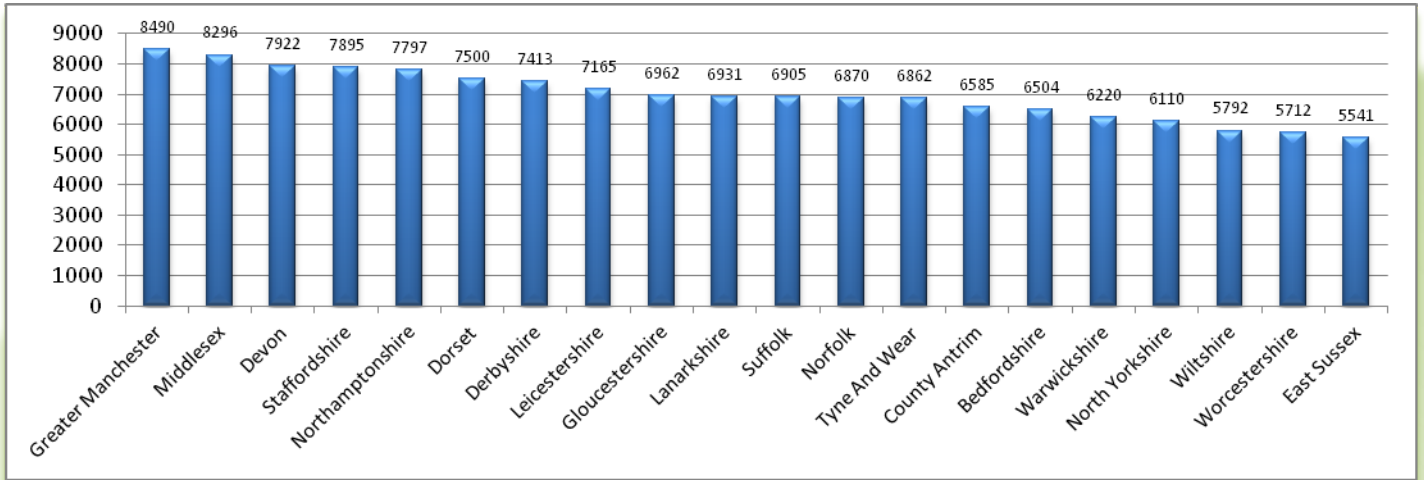
Target selections by geographical region, postal code or county.

Regional Breakdown:



County Breakdown:







SIC Codes

Target specific groups of businesses using SIC codes. These are Standard Industrial Classification codes set by the Government for all areas of industry and are widely recognised as industry standard.

SIC4 Code	SIC Description	Count
7412	Accounting, book-keeping and auditing activities; tax consultancy	8305
6713	Activities auxiliary to financial intermediation n.e.c.	3608
6720	Activities auxiliary to insurance and pension funding	3534
9111	Activities of business and employers organizations	3396
9133	Activities of other membership organizations n.e.c.	12550
6340	Activities of other transport agencies	6975
9132	Activities of political organizations	546
9112	Activities of professional organizations	3511
9131	Activities of religious organizations	4912
6330	Activities of travel agencies and tour operators; tourist assistance activities n.e.c.	6335
6711	Administration of financial markets	522
8042	Adult and other education n.e.c.	8662
7440	Advertising	8885
5119	Agents involved in the sale of a variety of goods	691
5114	Agents involved in the sale of machinery, industrial equipment, ships and aircraft	2636
5113	Agents involved in the sale of timber and building materials	2135
5118	Agents specialising in the sale of particular products or ranges of products n.e.c.	1344
141	Agricultural service activities	2416
7420	Architectural and engineering activities and related technical consultancy	20560
9231	Artistic and literary creation and interpretation	4770
5540	Bars	3304
3512	Building and repairing of pleasure and sporting boats	858
3511	Building and repairing of ships	808
7414	Business and management consultancy activities	16120
7012	Buying and selling of own real estate	1458
7486	Call Centre Activities	650
5522	Camping sites, including caravan sites	513
6311	Cargo handling	1368
5552	Catering	1694
4100	Collection, purification and distribution of water	1095
7499	Companies House: NTC	3862
2224	Composition and plate-making	957
4523	Construction of highways, roads, airfields and sport facilities	1589
1721	Cotton-type weaving	751
6412	Courier activities other than national post activities	872
7230	Data processing	2782
7240	Database activities	2631
4511	Demolition and wrecking of buildings; earth moving	1228
8513	Dental practice activities	1950
7011	Development and selling of real estate	6577
5231	Dispensing chemists	1566
8041	Driving school activities	1209
4522	Erection of roof covering and frames	1736
1110	Extraction of crude petroleum and natural gas	1152
9900	Extra-territorial organizations and bodies	569
9233	Fair and amusement park activities	915
7525	Fire service activities	1570
4543	Floor and wall covering	1282
7521	Foreign affairs	1518
202	Forestry and logging related service activities	2796
6024	Freight transport by road	5778
9303	Funeral and related activities	747
7511	General (overall) public service activities	5749
4521	General construction of buildings and civil engineering works	14845



SIC4 Code	SIC Description	Count
2852	General mechanical engineering	6463
8021	General secondary education	23634
111	Growing of cereals and other crops n.e.c.	669
130	Growing of crops combined with farming of animals (mixed farming)	635
112	Growing of vegetables, horticultural specialities and nursery products	854
9302	Hairdressing and other beauty treatment	1722
7210	Hardware consultancy	6338
8030	Higher education	8935
8511	Hospital activities	9124
5510	Hotels and motels	6157
5511	Hotels and motels, with restaurant	1129
7470	Industrial cleaning	3164
4531	Installation of electrical wiring and fittings	5812
4532	Insulation work activities	1852
7460	Investigation and security activities	1803
4542	Joinery installation	1264
7450	Labour recruitment and provision of personnel	11472
7411	Legal activities	12858
7020	Letting of own property	4150
9251	Library and archives activities	2621
6601	Life insurance	2550
5020	Maintenance and repair of motor vehicles	5068
7250	Maintenance and repair of office, accounting and computing machinery	1237
7415	Management activities of holding companies	21337
7032	Management of real estate on a fee or contract basis	4291
3530	Manufacture of aircraft and spacecraft	1204
2710	Manufacture of basic iron and steel and of ferro-alloys (ECSC)	916
2441	Manufacture of basic pharmaceutical products	3379
1596	Manufacture of beer	771
3420	Manufacture of bodies (coachwork) for motor vehicles; manufacture of trailers and semi-trailers	761
1581	Manufacture of bread; manufacture of fresh pastry goods and cakes	1181
2030	Manufacture of builders' carpentry and joinery	1273
2812	Manufacture of builders' carpentry and joinery of metal	587
2523	Manufacture of builders' ware of plastic	1362
3611	Manufacture of chairs and seats	666
1584	Manufacture of cocoa, chocolate and sugar confectionery	628
3002	Manufacture of computers and other information processing equipment	1976
2121	Manufacture of corrugated paper and paperboard and of containers of paper and paperboard	1506
2971	Manufacture of electric domestic appliances	721
3110	Manufacture of electric motors, generators and transformers	1441
3120	Manufacture of electricity distribution and control apparatus	925
3210	Manufacture of electronic valves and tubes and other electronic components	3255
2874	Manufacture of fasteners, screw machine products, chain and springs	698
3650	Manufacture of games and toys	570
1588	Manufacture of homogenized food preparations and dietetic food	1424
3330	Manufacture of industrial process control equipment	1594
3320	Manufacture of instruments and appliances for measuring	4336
3622	Manufacture of jewellery and related articles n.e.c.	713
2922	Manufacture of lifting and handling equipment	1578
3150	Manufacture of lighting equipment and electric lamps	823
1920	Manufacture of luggage, handbags and the like, saddlery and harness	809
2953	Manufacture of machinery for food, beverage and tobacco processing	750
1740	Manufacture of made-up textile articles, except apparel	1031
3310	Manufacture of medical and surgical equipment and orthopaedic appliances	1834
2811	Manufacture of metal structures and parts of structures	3044
3410	Manufacture of motor vehicles	855
2923	Manufacture of non-domestic cooling and ventilation equipment	717
3001	Manufacture of office machinery	818
2932	Manufacture of other agricultural and forestry machinery	544



SIC4 Code	SIC Description	Count
2125	Manufacture of other articles of paper and paperboard n.e.c.	516
2466	Manufacture of other chemical products n.e.c.	1473
3162	Manufacture of other electrical equipment n.e.c.	4407
2875	Manufacture of other fabricated metal products n.e.c.	5427
1589	Manufacture of other food products n.e.c.	1830
3614	Manufacture of other furniture	1660
2924	Manufacture of other general purpose machinery n.e.c.	1730
2413	Manufacture of other inorganic basic chemicals	892
2682	Manufacture of other non-metallic mineral products n.e.c.	521
3612	Manufacture of other office and shop furniture	1843
1822	Manufacture of other outerwear	749
2524	Manufacture of other plastic products	3701
2051	Manufacture of other products of wood	1195
2513	Manufacture of other rubber products	1003
2956	Manufacture of other special purpose machinery n.e.c.	2038
1824	Manufacture of other wearing apparel and accessories n.e.c.	970
2430	Manufacture of paints, varnishes and similar coatings, printing ink and mastics	1053
2123	Manufacture of paper stationery	1645
3430	Manufacture of parts and accessories for motor vehicles and their engines	992
2442	Manufacture of pharmaceutical preparations	622
2522	Manufacture of plastic packing goods	881
2416	Manufacture of plastics in primary forms	952
2465	Manufacture of prepared unrecorded media	673
2912	Manufacture of pumps and compressors	2469
2320	Manufacture of refined petroleum products	935
2451	Manufacture of soap and detergents, cleaning and polishing preparations	563
3640	Manufacture of sports goods	563
3230	Manufacture of television and radio receivers, sound or video recording	2630
3220	Manufacture of television and radio transmitters for line telephony and line telegraphy	1513
2862	Manufacture of tools	1031
2873	Manufacture of wire products	660
7413	Market research and public opinion polling	1932
8512	Medical practice activities	2696
9211	Motion picture and video production	2016
9252	Museums activities and preservation of historical sites and buildings	1290
6411	National post activities	608
6603	Non-life insurance	6131
5139	Non-specialised wholesale of food, beverages and tobacco	1606
9232	Operation of arts facilities	2364
9261	Operation of sports arenas and stadiums	2985
2225	Other activities related to printing	1097
4545	Other building completion	2823
4534	Other building installation	2702
7484	Other business activities n.e.c.	2735
7487	Other business activities not elsewhere classified	53133
7260	Other computer related activities	14243
4525	Other construction work involving special trades	7524
6522	Other credit granting	2687
9234	Other entertainment activities n.e.c.	2551
6523	Other financial intermediation n.e.c.	11124
8514	Other human health activities	8606
3663	Other manufacturing n.e.c.	8202
6512	Other monetary intermediation	4453
5263	Other non-store retail sale	2035
6023	Other passenger land transport	1279
5523	Other provision of lodgings n.e.c.	1293
2215	Other publishing	1398
9272	Other recreational activities n.e.c.	2183
5212	Other retail sale in non-specialised stores	3619
5248	Other retail sale in specialised stores	9612
5227	Other retail sale of food, beverages and tobacco in specialised stores	673



SIC4 Code	SIC Description	Count
6021	Other scheduled passenger land transport	1362
9305	Other service activities n.e.c.	19201
7222	Other software consultancy and supply	12223
9262	Other sporting activities	5210
6323	Other supporting air transport activities	6102
6321	Other supporting land transport activities	1084
6322	Other supporting water transport activities	804
5190	Other wholesale	12996
7482	Packaging activities	678
4544	Painting and glazing	2356
7481	Photographic activities	3301
9304	Physical well-being activities	1233
4533	Plumbing	2686
8010	Primary education	3707
2222	Printing n.e.c.	7043
1533	Processing and preserving of fruit and vegetables n.e.c.	536
1512	Production and preserving of poultry meat	628
1513	Production of meat and poultry meat products	530
7524	Public security, law and order activities	808
2211	Publishing of books	3394
2213	Publishing of journals and periodicals	2815
2212	Publishing of newspapers	2078
7221	Publishing of software	4443
9220	Radio and television activities	2004
7031	Real estate agencies	6870
7513	Regulation of and contribution to more efficient operation of business	875
7512	Regulation of the activities of agencies that provide health care, education, cultural services	1256
7110	Renting of automobiles	1430
7132	Renting of construction and civil engineering machinery and equipment	906
4550	Renting of construction or demolition equipment with operator	761
7134	Renting of other machinery and equipment n.e.c.	1589
7140	Renting of personal and household goods n.e.c.	2028
5274	Repair n.e.c.	797
2233	Reproduction of computer media	689
7310	Research and experimental development on natural sciences and engineering	4213
5530	Restaurants	3816
5211	Retail sale in non-specialised stores with food, beverages or tobacco predominating	1847
5225	Retail sale of alcoholic and other beverages	763
5050	Retail sale of automotive fuel	536
5247	Retail sale of books, newspapers and stationery	2173
5242	Retail sale of clothing	3836
5245	Retail sale of electrical household appliances and radio and television goods	2434
5243	Retail sale of footwear and leather goods	1193
5244	Retail sale of furniture, lighting equipment and household articles n.e.c.	3071
5246	Retail sale of hardware, paints and glass	1108
5232	Retail sale of medical and orthopaedic goods	852
5250	Retail sale of second-hand goods in stores	607
5261	Retail sale via mail order houses	1477
5262	Retail sale via stalls and markets	634
5030	Sale of motor vehicle parts and accessories	3043
5010	Sale of motor vehicles	10403
5040	Sale, maintenance and repair of motorcycles and related parts and accessories	778
2010	Sawmilling and planning of wood; impregnation of wood	1071
6210	Scheduled air transport	945
6110	Sea and coastal water transport	889
7483	Secretarial and translation activities	1127
6712	Security broking and fund management	1915
1120	Service activities incidental to oil and gas extraction, excluding surveying	1044
8531	Social work activities with accommodation	5878
8532	Social work activities without accommodation	9242
7220	Software consultancy and supply	6176



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Partner network

Please contact Azam for our consumer data brochure. Additional reach for b2b and b2c opt-in recipients is also available through our UK and international partner network.

Creative design

Email creative may be provided by the advertiser, or can be developed by our design team at the discounted rate of £395 for a standard creative and £495 for a bespoke solution*.

Our in-house award winning design team can take you through a comprehensive design brief to optimise the creative in terms of content requirements, deliverability and results.

*Discounts are also available for bulk creative orders.



Contact us

If you are interested in receiving leads and sales from our premium databases, please contact our Director of Email Marketing Operations, David Smith.

His email address is david [at] azam.net and you may speak to him by calling our offices at +44 (0) 20 33 55 4334.

