



### *Company name*

Informa D&B S.A.U. (S.M.E.)

### *Contact person*

Valentín Arce (General Sales Manager)

### *Product or service*

INFORMA's OmniData Marketing

### *Successful case description*

INFORMA has created Omnidata Marketing, a global brand under which it has encompassed more than 20 specific marketing services products.

**INFORMA's OmniData Marketing** is, therefore, a set of solutions, based on data, to respond to all the needs that may arise on each of the phases of a marketing plan:

- **Acquisition:** tools to find new business opportunities, customised B2B and B2C databases, leads generation.
- **Knowledge:** the most complete national and international information, with exclusive data to identify business and sector insights.
- **Optimisation:** unique resources in the market to improve the quality of your leads, geolocation and customised predictive models.

INFORMA offers an **initial consultancy** that analyses each customer's situation and identifies their marketing needs to boost their businesses with the most up-to-date information and powerful tools for customer acquisition and knowledge.

### *Link*

<https://www.informa.es/en/marketing-sales>