infogroup

Sapphire Insight

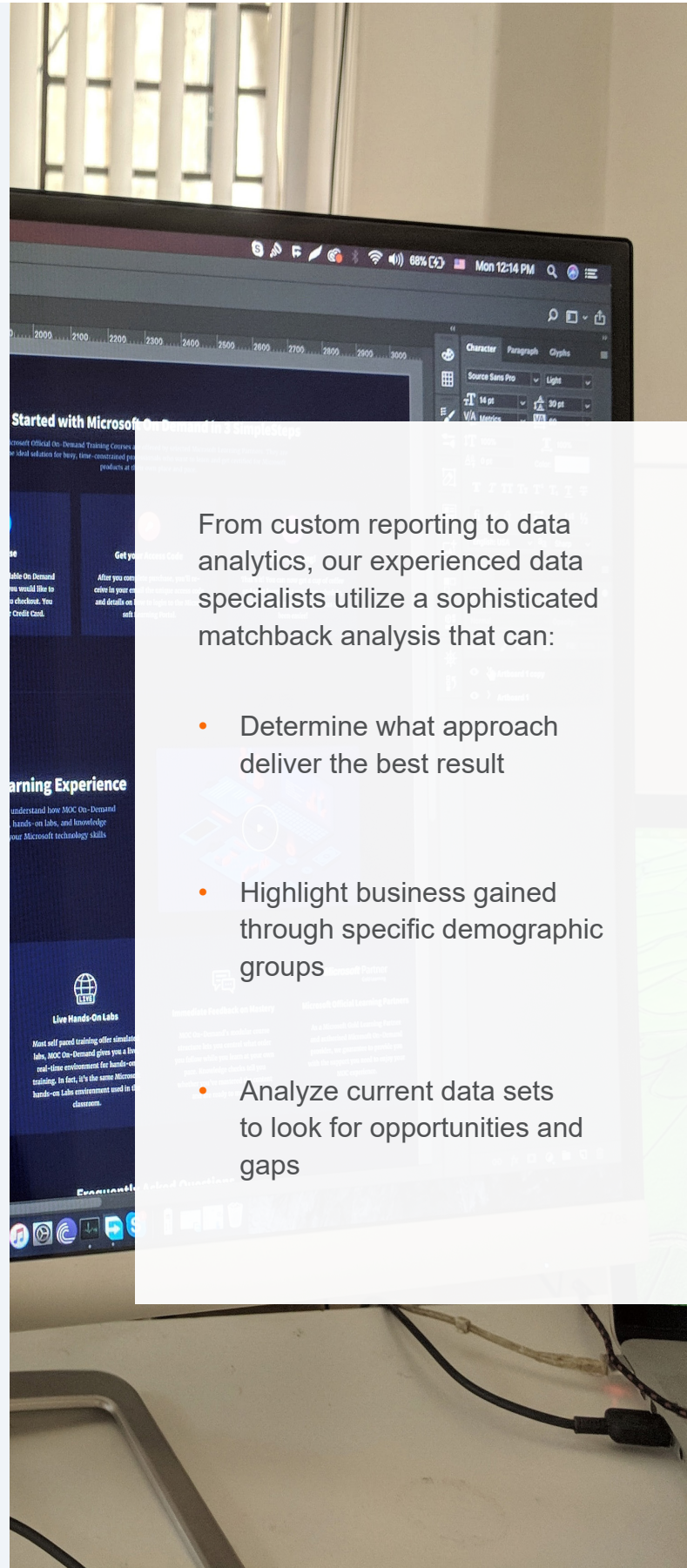**Delivering successful B2B campaigns doesn't stop once you roll them out**

Infogroup's Sapphire Insight service provides a fully customized analysis of your current B2B campaigns, and the intelligence you need to ensure your valuable marketing dollars are spent where they will produce the greatest impact.

Sapphire Insight is powered by Infogroup's Sapphire database which is comprised of over 350 B2B quality data sets. Sapphire provides great contact penetration along with deep demographic & firmographic information to power acquisition and gain needed insights.

Our specialists have experience in every B2B vertical market and work with you directly to provide an analysis that respond to your specific needs. Drawing on the most complete data assets in the industry, they can deliver complete, cost effective results for your business and help you immediately take advantage of new opportunities.

From custom reporting to data analytics, our experienced data specialists utilize a sophisticated matchback analysis that can:

- Determine what approach deliver the best result

- Highlight business gained through specific demographic groups

- Analyze current data sets to look for opportunities and gaps