

## Matrix Financial Intermediary Email Database

The **Matrix Financial Intermediary Database** is a combination of data sources:

- The FSA Register
- Matrix-Data research
- Centaur Publications readership  
(**Money Marketing, Mortgage Strategy and Fund Strategy.**)
- www.mylocaladviser.co.uk
- Trade Organisations

It has been designed to enable users to identify and target distinct groups of Investment, Mortgage, Protection and Insurance advisers. Data is constantly researched and updated, including monthly cross-referencing with the FSA Register, to ensure a current and comprehensive "universe" at both firm and contact level. The database also contains branch addresses, in addition to authorised individuals at each firm of intermediaries.

Matrix now offers an end-to-end intermediary e-marketing solution:

- Set up and design
- Selection of appropriate target audience
- Dispatch of email
- Full reporting
- Integration with Offline methods
- Account Management

## Principle Selection Filters:

<b>Geographical area:</b>	County, postcode, proximity
<b>Business type:</b>	Limited company, partnership, sole trader
<b>Job title:</b>	CEO, MD, marketing director, compliance, etc.
<b>Regulator/Network:</b>	Directly regulated and Appointed Representatives
<b>Business structure:</b>	By % of turnover in particular activities
<b>Staff size:</b>	Total employees and sales staff
<b>Turnover:</b>	Total fee or commission income and % fee income
<b>Client base:</b>	Number and type of clients
<b>Information technology:</b>	Website, Internet, E-mail, CD-ROM, etc

## Prices:

### LIST RENTAL

One-off list rental charges:

Includes data rental, dispatch & reporting

**£450/000 contacts**

### DATA LICENCE

Allowing multiple use up to 6 times per annum:

Selected information

**£1,200/000 contacts**

Set up costs (per campaign)

**from £500**

## HIGHLIGHTS

**Addresses** c. 62,609

**Total Unique** c. 10,000

**E-mail addresses**

**Unique Investment** > 7,000

**E-mail addresses**

**Unique Mortgage** > 7,000

**E-mail addresses**

**Unique Protection** > 7,000

**E-mail addresses**

**Unique Insurance** > 8,000

**E-mail addresses**

## DATA INTEGRATION

We have assisted our clients in many data and systems integration projects. Using our detailed knowledge of financial intermediary data, we can assist with the matching and cleaning of our client's contact or CRM data, 3rd party market data, website and administrative data sources.

## MATRIX FS:WEB

Matrix-Data has also developed an on-line version of the intermediary database. Matrix FS:Web operates under a renewable annual licence agreement. Hosted at our offices the data is updated daily.