

# PRESS RELEASE

February 2010—Immediate Release



## Mardev demos Online Data Tool for Targeting UK B2B prospects

Business targeting specialist, Mardev, will be showing live demonstrations of its brand new online data delivery tool, **Mardev Online** at stand A19 during TFM&A 2010.

TFM&A takes place at Earls Court on 23rd to 24th February, where visitors can find out how easy researching, purchasing and downloading B2B prospects can be. Using Mardev's DecisionMaker UK, one of the UK's foremost B2B databases.

**Mardev Online**, will give users the ability to define their target audience with recently added selection features including Drive Time/Drive Distance and Legal Status, Risk Indicator or Years Trading as well as Geography, Business Activities, Job Function/Title, Company Size, Site Status and IT selections.

Zina Manda, director at Mardev, said " We are very excited to be able to bring this premium product to market via a simple online count engine. Data that was previously out of reach for smaller business users and sales people looking to generate new business leads is now available to all comers regardless of the size of their budget. This is a contact centric database that will deliver the user to not only the right front doors but the right desks in the right departments." Previously, minimum order values have made the data inaccessible to smaller users.

Mardev's software was developed by Blue Tahiti Software of Bristol who will be conducting demonstrations on Mardev's stand A19.

Mardev will also be discussing their **3 new automated lead generation packages** named 'Clever', 'Brilliant' and 'Genius', part of Mardev's Smart Marketing Suite of products. These packages include a huge choice of services including data audits, data enhancement, data matching, multi-touch campaign management, lead scoring and nurturing, consultancy and training that will suit any marketer's budget.

<ends>

### For more information contact:

Zoë Taylor, Marketing Manager, 020 8652 4569, [zoe.taylor@mardev.com](mailto:zoe.taylor@mardev.com)

### About Mardev

Mardev is one of the UK's leading business information specialists, and is part of Reed Elsevier plc, with offices in Asia, Australia, Eastern Europe, North America, South America, and Western Europe. The company has a database of over 30 million names worldwide and provides highly responsive lists and extensive selection criteria for direct marketing, e-marketing and lead generation campaigns.

---

### Mardev

The Quadrant, Quadrant House, Sutton, Surrey, United Kingdom  
t: +44 (0) 20 8652 4525 f: +44 (0) 20 8652 4597 email: [enquiries@mardev.com](mailto:enquiries@mardev.com) web: [www.mardev.com](http://www.mardev.com)

Part of



# PRESS RELEASE



---

## Mardev

The Quadrant, Quadrant House, Sutton, Surrey, United Kingdom  
t: +44 (0) 20 8652 4525 f: +44 (0) 20 8652 4597 email: enquiries@mardev.com

Part of



>> [www.mardev.com](http://www.mardev.com)