



The Security Bureau have a customised access to a predefined proportion of our database which enables them to reach out to all contacts within their specific target area.



98%

Email Accuracy



32

Click Through Rate



70k +

Total Pipeline Revenue

## Overview

**The Security Bureau have a customised access to a predefined proportion of our database which enables them to reach out to all contacts within their specific target area.**

Using i4b data The Security Bureau were targeting IT contacts at companies across most verticals. They sent educational and plain text emails to potential prospects outlining the challenges companies face regarding cyber security.

During these campaigns The Security Bureau achieved a click through rate of around 32% with an email accuracy of 98%. Through these campaigns The Security Bureau have created 10 high quality opportunities with a total pipeline revenue of over £70k using the i-4business database in just a few of months.

“We've been delighted by the high-quality data provided by i4b which has enabled us to target IT professionals across a number of sectors which has resulted in over £70k of qualified sales opportunities.”

**Alastair Digby**  
Business Development Manager



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The Security Bureau are a trusted team of security specialists helping every type of organisation to understand and overcome their precise security risks.

Their tailored insights and deep knowledge of emerging technology give you everything you need to tackle cyber threats and operate securely in a diversifying digital world.



i-4business are the B2B contact data specialists for EMEA with 25+ years' experience in this sector.

i-4business has complete profiles on every enterprise account across EMEA with contact information on all IT/LOB decision-makers and influencers, including high coverage of IT Security & Risk Management contacts.

All i-4business data has been researched and personally verified by a member of their native in-house research team, ensuring i-4business remains the highest quality dataset in EMEA.