

Powerful and Effective Data Solutions - On a Global Scale

About Intermedia Global.

Intermedia Global is a market leading full service provider of International B2B & B2C direct marketing and database solutions. Since 2003 we have specialised in providing profitable customer acquisition, retention and business intelligence solutions, supporting DM, advertising and digital marketing agencies, list brokers and direct customers. Our extensive resources and unrivalled global marketing expertise enables us to support customers that represent across every market sector and geographic region.

Our Solutions



Global List Sourcing

Gain access to highly selectable, quality business and consumer lists worldwide, covering every market sector. In addition, we have an extensive in-house specialist list portfolio comprising of 200+ million records from 90+ list sources.



Lead Generation

We provide fully qualified and verified leads, opted in for both business and consumer offers via our UK based call centre

- Appointment setting
- Hot Key transfers
- Bespoke telemarketing services



Data Cleaning

Our quality data cleaning solutions include:

- Data Formatting & Correction
- Compliance Screening & Suppression (CTPS, TPS, MPS)
- Flagging & Replacement of Outdated Information



Data Enhancement

Append additional attributes and populate missing information. Examples include:

- Demographics
 - Firmographics
 - Contacts
 - Email Addresses
- And many more...



Data Analysis

We offer a full suite of business intelligence solutions,

- Customer Profiling
- Modelling & Scoring
- Market Potential Analysis
- Multi-channel response analysis



Data Processing

We process UK & International data. Services include creating multi source single view marketing prospect and customer databases. We offer merge-purge, de-duplication, data hosting and full campaign management delivery solutions.

New Products



Land Finder
Intelligent Land Identification

Land Finder is a unique service that locates land parcels specific to the client's criteria that are suitable for residential or commercial development. Previous clients include

major players from the retail and property developing sectors, however LF's potential extends beyond just those two areas.



E-Validate

Our brand new email validation tool, E-Validate, helps clients improve marketing in 3 ways:

- Reducing unnecessary costs
- Protecting your sender reputation
- Improving measurability

FREE email database quality rating report is available online.



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