



ABOUT DIRECT COMMERCE ENHANCER

This is a comprehensive database of active businesses engaged in the direct commerce, catalogue, home shopping, online and multi-channel retailing & distribution sectors. Unique in its make-up and ability to deliver highly bespoke prospect files for those wishing to reach and influence key decisionmakers in enterprises that best mirror the businesses they want as clients.

Direct Commerce Enhancer (DCE) holds data on businesses which target consumers (B2C) as well as their business to business (B2B) counterparts - across the full spectrum of product offerings. In addition to the large 'household name' players, DCE identifies significant volumes of elusive smaller speciality and niche businesses including manufacturers with direct-to-consumer operations, print channel marketers (catalogues, inserts, off the page advertisers, customer magazine producers), along with businesses which transact the lion's share of customer orders via digital channels. Also included are charities and membership groups with trading activities.

Executive coverage:

Regardless of business scale, we have identified the key decision makers in functions across business management, marketing, operations, business development, fulfilment, buying & merchandising, IT, eCommerce, creative, HR, production, etc.

This includes board directors by function along with heads of key departments, spanning CEO, MD, CMO, CFO, CTO, etc. Individuals are often responsible for multiple functions (selectable) and influence a wide range of decisions.

In smaller businesses – we focus primarily on named directors/proprietors, partners and/or managing directors, marketers.

Clean, current and accurate:

As we continuously monitor the market, our ongoing research provides significant additions of market entrants, tracks job movers, business acquisitions, financials, new brand launches, and further decision-making names at subject companies.

Direct Commerce Enhancer (DCE) is used by us in our own events business, for our eNewsletters, and Expert Register recruitment service. In addition, bespoke extracts from DCE are supplied on various terms for client campaigns, for updating their own internal prospect files.

Unique to DCE is the ability to select or suppress company records which are clients, or have been clients, of specified companies, or which have investment from specified funders, or which are subsidiaries of specified groups.

Successful users: specialist tech solutions vendors, post & parcel carriers, consultancies, web platforms, web developers, social commerce platforms, merchandise/product show organisers, database & warehouse management systems vendors, email marketing software suppliers, non-competing conference organisers, international service providers.

HOW IT WORKS

Entries are first categorised to identify whether they target businesses or consumers. We then add business activity type/the channels deployed with each business having multiple codes appended to it from the most comprehensive list in use.

PRODUCT CODES

B = Business to Business			
B1	Building/Construction Supplies	Manufacturing Equipment & Supplies	B19
B2	Business Information: Reports, Market Insight & Directories	Niche, Speciality Trade Supplies	B20
B3	Business Print, Cards, Signage, Photo Libraries, POS, Exhibition Graphics	Office Furniture & Equipment	B21
B4	Comms & Tech inc. Computer Hardware, Networking, Peripherals & Phones	Packaging, Labelling Supplies & Equipment	B22
B5	Educational Supplies	Print Room Equipment	B23
B6	Electronic Components, Instruments	Publications, Manuals, Reports, Directories, Training, Distance Learning Courses, Subscription & Continuity	B24
B7	Envelope, Poly Carrier, Print & Supplies	Scientific, Laboratory, Clinic/Medical, Hospital Supplies & Equipment	B25
B8	Farming, Agricultural, Horticultural Supplies	Shop, Retail Equipment & Supplies	B26
B9	Food	Software	B27
B10	Gifts & Lifestyle Products	Specialist Stock	B28
B11	Gyms, Salon, Spa, Swimming Pool Equipment & Supplies	Sports, Leisure (inc. Parks), Street Furniture, Hotel Furnishings	B29
B12	Health, Safety, Security, Protective Equipment & Supplies	Stationery, Office Supplies, Business Forms	B30

B13	Hospitality, Trade Equipment, Furnishings & Supplies	Sustainable, Eco Products	B31
B14	Incentive & Personalised Products	Tools, Fixings & Supplies	B32
B15	Industrial & Workshop Equipment	Uniforms, Workwear & Promotional Clothing	B33
B16	Industrial, Maintenance, Janitorial Supplies	Vehicles & Vehicle Parts	B34
B17	Insurance, Health Schemes	Warehouse, Handling & Storage Products	B35
B18	Lighting, Architectural, AV Equipment, Electrical		

C = Consumer

C1	Adult Products	Garden: Plants, Seeds, Compost, Feed, Propagation Supplies	C35
C2	Art, Crafts Products & Materials	Gifts: Flowers, Occasion-led Sets, Vouchers	C36
C3	Automotive inc. Motorcycles, Spares, Tyres, Kits, etc	Hand Made & Craft Products	C37
C4	Baby, Nursery Furnishings & Equipment	Health/Personal Care Products inc. Remedies, Supplements & Aids	C38
C5	Bedding, Linens, Soft Furnishings	High Fashion	C39
C6	Bespoke, Personalised Products	High Ticket Luxury Brands	C40
C7	Boating, Nautical, Watercraft inc. SUPS, Surfboards etc	Hobby Materials, Equipment Kits	C41
C8	Books, Comics, Ephemera, Maps	Home Cleaning & Hygiene Products	C42
C9	Caravans, Mobile Homes, Cabins + Spares, Kits etc	Home Electronics, Electricals, White Goods	C43
C10	Charity Fundraising	Home Entertainment	C44
C11	Charity Trading: via Stores, Websites, Online Marketplaces & Supporter	Home Improvements, Solar Panels, Security Products	C45
C12	Children's: Books, Educational Products	Jewellery, Clocks, Watches, Gold & Silver	C46
C13	Children's: Clothing/Footwear inc. School Uniforms	Kitchen: Food Preparation Equipment, Tools, Accessories	C47
C14	Children's: Toys, Games	Leather Goods: Luggage, Handbags, Wallets, Purses, Belts	C48
C15	Cloth, Fabric, Haberdashery, Yarn, Kits	Mature Market: Products & Services for Seniors	C49
C16	Collectibles: New Reproductions, Original Vintage	Menswear, Footwear & Accessories	C50
C17	Computers, Gaming, Laptops, Tablets, Software & Accessories	Mobile Phones & Services	C51
C18	Continuity, Partworks, Subscription Series	Mobility Aids, Health Related Equipment, Supplies & Accessories	C52
C19	Cosmetics, Toiletries, Beauty, Body Care, Scent, Aromatic Oils etc	Musical Instruments	C53
C20	Decorative Home Accessories, Antique Reproductions	Outdoor Pursuits: Specialist Equipment/Kit – Climbing, Hiking etc	C54
C21	DIY Supplies, Tools, Kits, Accessories	Pet Products & Livestock Supplies	C55
C22	Eco-Friendly, Ethical Products	Photographic Equipment, Accessories, Print Services	C56
C23	Events: Theatre, Sports, Concerts, Festivals, Exhibitions	Preloved, Resold, Recycled Goods – Circular Economy	C57

C24	Family: Clothing, Footwear & Accessories	Souvenirs, Commemoratives, Licensed Merchandise i.e. Sports & Events, Tourism, Cartoon Characters, Music Artiste etc	C58
C25	Fancy Dress, Dance, Performance, Theatrical Costumes, Accessories, Props	Sports & Specialist Outdoor Clothing & Footwear	C59
C26	Financial & Professional Services: Insurance – Home, Life, Travel, Pet, Funeral etc, Credit Cards, BNPL, Banking, Mortgages, Legal	Sports: Exercise Equipment inc. Bicycles, Gym Equipment, Balls etc	C60
C27	Floorcoverings: Carpets, Rugs, Runners, Mats, Tiles, Laminate etc	Stationery: Calendars, Diaries, Greetings Cards, Party Products	C61
C28	Food: Hampers, Meal Kits, Prepared Meals, Confectionary, Soft Drinks, Functional Foods, Protein Products	Training: Distance Learning Courses	C62
C29	Furniture: Standalone Sofas, Chairs, Dining Tables, Dressers, Sideboards, Occasional Tables, Beds, Drawers, Ottomans etc	Travel, Holidays, Leisure, Special Interest Group Tours & Experiences	C63
C30	Gadgets & Problem-Solving Products	Utilities: Home Services inc. Broadband, TV Streaming Platforms	C64
C31	Gaming, Gambling	Value, Variety Store Lines	C65
C32	Garden: Electric & Manual Tools, Lawn Care Equipment	Wine, Beer, Spirits, Cigars, Vaping	C66
C33	Garden: Landscaping, Paving, Statues, Fountains, Outdoor Kitchens	Womenswear, Footwear, Accessories	C67
C34	Garden: Outdoor Furniture, Sheds, Greenhouses, Pet Runs & Cages		

SELECTION OPTIONS

Selection By Job Function*

- Analytics/Insight/Business Intelligence
- Business Development/ Growth/Sales/Partnerships
- Business Mgmt/Corporate
- Business Strategy/ Transformation
- Buying/Sourcing/Product Design/Dev/NPD
- Call/Customer Contact Centre
- Catalogue/Print: Production/Buying
- Category/Product/Range Mgmt
- Client Services/Account Handling/Partnerships
- Commercial
- Creative/Design/Copy/Content/ Photography
- CRM/Customer Retention/Loyalty
- Customer: Service/Experience/Head
- Database Marketing/ Mining/Profiling/ Mgmt
- eCommerce
- Ethics/Sustainability
- Events/Sponsorship
- Facilities/Estate/Retail Portfolio
- Finance
- General Management

- HR/Recruitment/People
- International
- Inventory/Stock Control
- IT/Tech/MIS/Systems
- Marketing: Offline/Direct/ Product/Brand
- Marketing: Digital/Email/ Performance/Web
- Media Planning/Buying
- Merchandising
- Mobile Commerce
- Multichannel/Cross Channel/Omnichannel
- Operations/Fulfilment/Supply Chain/Logistics/Warehouse
- PR/Comms
- Retail Store Operations/Management
- Social Commerce/Media
- Trading (inc. Marketplaces)
- Training/Staff Development
- TV Shopping
- Website: Design/Dev/Optimisation/Mgmt

Selection By Job Seniority*

- Assistant
- Director
- Executive
- Partner
- Group Head/Controller
- Manager/Controller
- Owner

Selection By Primary Activity Business to Business*

- B2B - Wholesale
- Buying for Resale
- Continuity/Subscription Sales
- Direct Response/2 step advertisers
- Field Sales Force/Sales Agents
- Informational website
- International
- Mail Order off the page/service provider
- Mail Order/Direct Catalogue
- Manufacturer
- Membership/Professional Organisation
- Mobile Commerce Site
- Multichannel
- Online Marketplace Trader
- Online Ordering
- Product/Retail Support Catalogue
- Start up: new market entrants
- Trade Catalogue / Distributor
- Trade Counters/ Showrooms/Stores
- Trade Press/Media
- Trade Website (commerce enabled))
- Web Sales
- White Label
- Wholesalers/Distributors



Selection By Primary Activity Consumer*

- B2C - Wholesale
- Buying for Resale
- Clubs/Membership Orgs
On/Offline Sales
- Continuity/Subscription Plan
- Customer Magazine
- Delivery: Click & Collect/Locker
- Delivery: Same Day
- Direct, Brand & 2 step
advertisers
- Field Sales Agents, Party Plan
- Home delivery service
- Informational/Brand website
- International
- Mail Order - Consumer
- Mail Order /Direct Catalogue
- Mail Order Catalogue - consumer
- Manufacturer
- Mobile Commerce Site
- Multichannel
- Network marketing/party plan
- Online Marketplace
- Online Marketplace Trader
- Online Shopping
- Product Retail Support
Catalogue/Brochure
- Reader Offers
- Rental & Hire, & related services
- Retail Concession
- Retail
Store(s)/Concessions/Pop-Ups
- Retailer
- Social Commerce
- Social Enterprise
- Start-up/Sole merchant traders
- TV Home Shopping
- White Label/Direct Despatch
Services
- Wholesalers/Distributors

RATES

One time rental for marketing or inhouse file updating use only	£475
Selections each	£10
Flagging for continuation	£10
One contact per establishment	£10
Title Addressing in lieu of contact name	£10
Production/Delivery by eMail – CSV/XLS file (single charge)	£50

Minimum Order Value = £750(+VAT)



eMail campaigns

We do not supply email data to third parties. However, we can offer an email broadcasting service and tailor the circulation to meet client requirements by applying selection criteria as detailed below.

Approval

All use of our data is subject to approval. We require pre-submission of the intended use together with the messaging to be deployed as well as undertakings to respect our copyright of the data provided.

For complex usage, we require written confirmation of the precise use intended together with frequency, timing, the number of users of the data at the user company, together with details of any third party which might be used to distribute the campaign(s).

CONDITIONS & PROVISOS*

- The DCE Database may not be used to form all or part of any database that will be commercially traded or passed to any third party or used for any purpose other than that expressly approved at the time of order.
- The data is supplied strictly for one time use unless otherwise formally agreed and it is seeded to detect unauthorised use. Data can be provided as a CSV/XLS file via email to approved renters.
- Two samples of each mailing pack or content are required for approval prior to release of any data.
- We reserve the right to refuse rental to competitors and/or for offers that are deemed unsuitable or competitive.
- Advance payment is required from companies and no data will be supplied until payment is cleared.



- Data is only released to pre-agreed recipient bureaux unless expressly otherwise authorised.
- Counts by selection criteria provided are accurate at the time of request, but the delivered quantity may vary due to ongoing research and updating.
- Please also be aware that some company records may contain multiple products sold codes, multiple channels deployed, and when deduplicated will produce a smaller total file
- Delivery: please allow 7 working days from receipt of payment and sample mailing pieces. Payment may be made by credit card or BACS.
- Renters and their agents agree to adhere to all legislation governing direct marketing and indemnify Membership Services Ltd against any action arising from misuse of the data supplied.

For further details or for a quote contact info@directcommerce.biz or call 0208 092 5227