

Providing effective solutions to your consumer data problems

Hilite have been operating for more than twenty years and are recognised as the UK's premier list broker in the gambling and health sectors. Testament to their quality of service is that they are appointed sole broker for more than 150 lists and have longstanding relationships with many of the data owners.

The Challenge

- All 100+ lists were held separately which made 'top-ups' across lists slow and in most cases just not possible.
- List updates would typically arrive within a short space of time with no uniformity of data content or format.
- Turnaround times for updates needed to be reduced and more new records made available sooner for orders.
- A cost effective solution was sought that would address all Hilite's needs without impacting on margins.

Our Solution

- A single database designed and built that housed all lists and provided actionable information regarding dupe rates across lists.
- Fully automated update processes developed that included screening out erroneous data, adding new records and updating existing records.
- Comprehensive reports designed to provide varying levels of detail (from topline summary right down to full audit on each list).

The Result

- 'Top-up' orders were immediately actionable which, in turn, yielded revenue previously not achieved.
- Update turnaround times were substantially reduced, by 75%, making more new data available for orders.
- Overall solution provided substantial savings when compared to previous supplier.