



Online survey division for The Data Partnership

Consumer data specialist The Data Partnership has launched DP Online, a division which will specialise in online consumer surveys and lead generation and which will complement the company's existing telephone survey offering.

The new division will enable companies in all market sectors to collect opted-in, accurate email addresses attached to detailed consumer lifestyle data.

DP Online will power a new online survey website branded 'Britain's Voice', which will feature sector-specific surveys and aim to give consumers a regular platform to air their preferences, opinions and motives. The new website will allow customised questions to be placed onto the online survey, enabling companies to collect all the consumer information needed to implement highly targeted, highly

effective email, lead generation or market research campaigns.

Alongside these client-specific questions, DP Online will also collect demographic information to enable companies to target consumers by factors such as income, interests and lifestyle.

'Britain's Voice' has the capability to deliver real-time leads from the survey while the platform's also uses unique validation technology.