



PRESS RELEASE

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*MARKET LOCATION'S HORIZON SELECTED FOR
IDM CERTIFICATE IN B2B MARKETING*

Market Location's online b2b analysis tool, Horizon, has been selected by the Institute of Direct Marketing to give students of the *IDM Certificate in B2B Marketing* interactive 'hands on' practical exercise.

Horizon will support the certificate's module 4 on Database Marketing and Business Insight. Students will use the online tool in mock business scenarios looking at single and bi-variant penetration and profiling analyses, data audit reports, and create customised graphs, charts and reports. All reports are exportable into PDF and Excel format, making it easier for students to communicate their findings to the tutor.

Horizon is the industry's first multi-level online b2b data analysis tool and was designed with marketing and sales staff in mind. It is therefore easy to use, making it the ideal choice for educational programmes.

Steve Cook, managing director at Market Location and member of the IDM B2B Council, said: "Market Location is committed to offering products and services that are more flexible and easy-to-use, whilst ensuring that higher quality data and accuracy is maintained. The fact that Horizon has been chosen over other tools in the marketplace is testament to this. We are extremely proud that Horizon will help deliver skilled professionals to our exciting industry."

Derek Holder, Founder & Managing Director of the IDM, added: "The certificate is aimed at those at the beginning of their b2b marketing career when database marketing in particular can be daunting. We therefore wanted to ensure that students got real practical exercise using tools they can understand and that invite them in. Market Location's Horizon was the perfect choice particularly as it has a user-friendly interface, allows for easy reporting, and can be accessed online at a time that suits students most."

The IDM announced the launch of two new qualifications – the Diploma and Certificate in B2B Marketing – earlier this year. It was initiated and developed by the IDM B2B Council to address the lack of training specifically aimed at B2B marketers. The qualifications will help to develop and quantify B2B marketing capability in the UK.

About Market Location

Market Location Ltd is a UK b2b data universe owner providing customers with higher-quality and more flexible data. Market Location was founded in 1972 and over the years has developed its product offering to also include database cleaning, enhancement and analytical solutions adaptable to companies of all shapes and sizes.

Its vast experience with data consultancy has seen Market Location work with major players in every industry, including the telecoms, IT, mail order, publishing, utilities, transport, government, charities, wholesale and marketing sectors, delivering outstanding results and service whatever the client's needs.

Market Location's key clients include Bank of Scotland, BT, Dell, Coca Cola, EDF Energy, GB Group, Microsoft, npower, Rapid Racking, Staples UK, United Advertising Publications and many others.