

April 2005

CCR DATA LAUNCH PROSPECT PROFILER

CCR Data Ltd has launched Prospect Profiler, a unique group of tagging products to identify high net worth individuals with significant wealth, property and share investments. Following the success of Wealth Tag from Prospecting for Gold, the need for these specific research and segmentation tools is well recognized.

CCR is now able to help organisations increase fund raising, ShareGift or Legacy donations at a cost effective price making it easier to spot potential major donors within their current supporter base.

The Times, March 22nd 2005

Underpinning this new suite of products is specialist wealth profiling data from Matrix-Data Ltd and Prospecting for Gold Ltd. Prospect Profiler now comprises three optional tagging products, each able to tag an organizations contact records according to known wealth, investments portfolio values (over the last 20 years), and indexed linked property value. The idea is that Prospect Profiler will help to stop charities from wasting money by asking the wrong people for donations.