

YOUR TRUSTED UK LEAD GENERATION COMPANY

Smart data. Better leads. Massive ROI.

Direct Data Squad delivers professional, compliant and commercially focused lead generation solutions built to help ambitious businesses scale through better conversations, stronger intent and higher-value opportunities.

Quote Guaranteed Leads
HIGH-INTENT OPPORTUNITIES

Exclusive Leads
BUILT FOR BETTER CONVERSION

**Genuine Interested
Guaranteed Leads**
REAL CUSTOMER INTENT

UK Generated Leads
TRUSTED DOMESTIC ACQUISITION

GDPR Compliant
PROFESSIONAL AND RESPONSIBLE

**Your Trusted UK Lead
Generation Company**
POWERED BY DIRECT DATA SQUAD

10+ yrs
INDUSTRY EXPERIENCE

10m+
B2C RECORDS ACCESSIBLE

3m+
B2B RECORDS ACCESSIBLE

Direct Data Squad
PROFESSIONAL SUPPORT,
STRONGER CONVERSION AND
COMMERCIAL FOCUS

MEET DIRECT DATA SQUAD

More than a lead supplier. The squad behind scalable customer acquisition.

Direct Data Squad has been operating for over 10 years, building a loyal customer base across multiple industries. We help businesses create more sales opportunities through targeted data, exclusive leads, hotkeys and campaign support.

Our business is built around practical commercial outcomes and measurable return. Some clients need compliant data at scale. Others need recent consumer interest, quote-guaranteed conversations or a trusted fulfilment partner. DDS is structured to support all of those requirements professionally, with a clear focus on quality, usability and ROI.

Direct Data Squad operating principle

We believe the best lead-generation relationships are long term. That means clear criteria, realistic expectations, honest communication, consistent supply and a genuine focus on quality from a team that acts like an extension of the client's own sales squad.



Data

B2C and B2B datasets for telephone, postal and marketing campaigns.



Leads

Fresh survey-generated and web-generated consumer enquiries.



Hotkeys

Live-transfer prospects, including our core life insurance hotkey product.



Partnerships

White-label and fulfilment relationships with clients and industry partners.

WHY CLIENTS CHOOSE DIRECT DATA SQUAD

Multi-sector coverage, flexible volumes, practical account management, quote-guaranteed capability, compliant delivery standards and a willingness to tailor campaigns around the client rather than force a generic product.



SOLAR LEAD
GENERATION



BOILER
LEAD
GENERATION



GARDEN
ROOM LEAD
GENERATION

POWERED BY DIRECT DATA SQUAD NETWORK

WHAT DIRECT DATA SQUAD DELIVERS

Our service portfolio

DDS offers multiple routes to new business so clients can choose the level of intent, exclusivity and qualification that best suits their sales process and ROI goals.

SERVICE 01

B2C Consumer Data

Targeted data lists and campaign-ready records.

SERVICE 02

Survey Leads

Fresh telephone-qualified leads with recent consumer interest.

SERVICE 03

Web Leads

Real-time online enquiries from digital campaigns.

SERVICE 04

Life Hotkeys

Quote-guaranteed life insurance live transfers.

SERVICE 05

B2B Data

Decision-maker data for outreach and prospecting.

SERVICE 06

Email & Direct Marketing

Email data, postal data and campaign support.

SERVICE 07

EPC Appending

Property, EPC and ECO support solutions.

SERVICE 08

Bespoke & White-Label

Custom lead generation and strategic partnerships.

HOW DIRECT DATA SQUAD WORKS

- Agree campaign type, criteria, geography and preferred delivery method.
- Confirm whether the client needs data, fresh leads, web enquiries or live transfers.
- Match the most suitable DDS product or scope a bespoke solution.
- Support campaign roll-out with clear communication and ongoing refinement.

DIRECT DATA SQUAD ADVANTAGE

- Multi-sector access across consumer and business markets.
- Flexible volumes from test orders through to scale campaigns.
- Ability to combine owned capability with trusted partner fulfilment.
- Commercial focus on deliverability, usability and long-term relationships.

Massive ROI starts with better intent.

Direct Data Squad combines data, web leads, survey leads and specialist hotkeys to help clients improve conversion, reduce wasted follow-up and generate stronger commercial performance.

SERVICE 01

B2C Data Supply

DDS supplies targeted B2C consumer data for outbound campaigns across multiple sectors, giving businesses a scalable way to reach the right households and individuals with commercially useful audience selection.

Consumer data is ideal for businesses that already have the infrastructure to market by telephone, SMS, post or email and want flexible audience targeting. DDS can support broad audience requirements or more defined campaign criteria depending on the market.

Typical uses

Telemarketing, postal campaigns, email outreach, retargeting, audience building and customer acquisition.

Common sectors

Home improvement, insurance, white goods, energy, solar, home insurance, PMI, ECO and broader B2C campaigns.

Examples of overlays

Age, postcode, homeownership, household profile, employment status, income indicators, landline/mobile and lifestyle filters.

DDS USPS

- Access to large-scale UK consumer data across numerous industries.
- Segmentation around practical campaign criteria rather than generic, untargeted record dumps.
- Flexible supply for both specialist campaigns and larger-volume acquisition strategies.
- Account-managed support to refine targeting, volumes and campaign fit over time.

Ideal for

Businesses that already know how to convert outbound activity and want cost-effective volume, market coverage and targeting flexibility.

Telemarketing

Postal

Email

Multi-sector

Why it matters

Good data reduces wasted dials, improves campaign focus and gives sales teams a cleaner route into the right audience.

SERVICE 02

Survey leads & fresh consumer interest

DDS supplies leads based on recent consumer engagement, making them more suitable for clients who want fresher intent than standard data lists.

Survey leads sit between broad marketing data and high-intent web leads. They can be particularly effective where a business wants fresh opted-in prospects and a recent expression of interest, but still wants more volume or cost efficiency than fully qualified live transfers.

Typical characteristics

- Recent interest or recent contact activity.
- Campaign-specific qualification points captured at source.
- Suitable for call centres, brokerages and outbound sales teams.
- Can be blended with DDS data strategy for layered acquisition.

DDS USPS

- Fresher than traditional data and often easier for trained sales teams to work.
- Good balance of recency, scale and affordability.
- Campaigns can be shaped around client requirements and product type.
- Useful stepping stone between standard lists and premium real-time enquiries.

Best for

Clients wanting recent leads without the premium cost of hotkeys or highly filtered real-time digital enquiries.

Channels

Mainly outbound calling, follow-up qualification and conversion workflows.

Position in the funnel

Stronger consumer intent than ordinary lists, but broader and more scalable than live transfers.

SERVICE 03

Web generated leads in real time.

DDS creates and supplies web-generated enquiries captured through online campaigns, landing pages and digital advertising.

These leads are built for businesses that want consumers who have actively requested information or a quote online. Because the customer has taken direct action, response times and process discipline are especially important, making this service ideal for organised sales teams.

Google / Bing

Meta / Instagram

TikTok

Landing Pages

Real Time

Active DDS web verticals

Examples include Solar & Battery, Boilers & Heating, Home Improvement, Log Burners, Garden Rooms and energy-efficiency related campaigns.

DDS USPS

- High-intent consumer enquiries generated through targeted digital activity.
- Campaign-specific forms and qualification points to improve relevance.
- Ability to scale selected verticals or scope additional sectors where demand exists.
- Useful for businesses that want active inbound opportunity rather than broad outbound lists.

Ideal for

Fast-response teams, installers, brokers and client sales operations that can follow up online enquiries quickly.

Delivery

Real-time or near-real-time, depending on campaign structure and integration requirements.

Value

Consumers have already raised their hand, so conversion potential improves when speed and process are strong.

WEB LEAD VERTICAL

Solar Web Leads

Fresh online enquiries from consumers actively researching solar PV, battery storage and renewable-energy solutions for their property.

DDS solar campaigns are designed for installers and renewable-energy businesses that need a consistent pipeline of homeowners who have actively shown interest online. Leads can be generated around agreed locations and campaign criteria to help sales teams focus their effort where it has the best chance of converting.

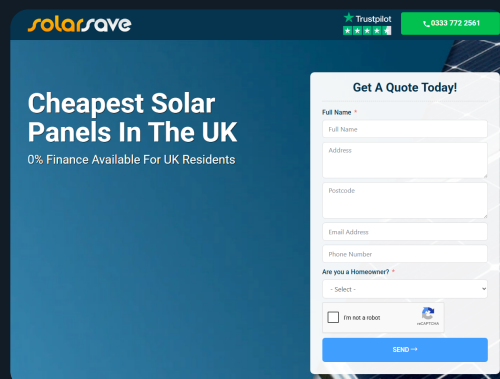
Consumer intent	The prospect has actively completed an online enquiry relating to solar, battery storage or a relevant renewable-energy solution.
Targeting	Campaigns can be structured around geography, homeowner requirements and agreed qualification questions.
Ideal client	Solar installers, renewable-energy companies, appointment setters and sales organisations with rapid lead follow-up.

SOLAR BRAND SHOWCASE

Example creative from the DDS solar vertical, showing the brand environment our solar enquiries are generated from.



SOLAR SAVE UK
NO MORE ELECTRIC BILLS



Illustrative landing-page screenshot used to showcase the solar web lead journey and brand presentation.

DDS USP HIGHLIGHTS

GENUINE INTEREST GUARANTEED

DELIVERED REAL TIME

HIGH ROI

Speed wins

Solar web leads are strongest when a sales team follows up quickly while the customer is still actively researching their options.

WEB LEAD VERTICAL

Boiler Web Leads

Real-time online enquiries from consumers looking at boiler replacement, heating upgrades or related home-heating solutions.

DDS boiler web campaigns give heating businesses access to consumers who are already taking action online. Rather than relying solely on cold outbound lists, clients can add a higher-intent stream of enquiries into their sales process.

Campaign use cases

- Boiler replacement and upgrade campaigns.
- Heating-system quotations and installation enquiries.
- Regional installer lead generation and appointment setting.
- Complementing existing outbound data with inbound web intent.

BOILER BRAND SHOWCASE

Example creative from the DDS boiler vertical, highlighting the brand presentation and online enquiry journey used to generate boiler web leads.



Illustrative landing-page screenshot used to showcase the boiler web lead journey and consumer-facing brand experience.

DDS USP HIGHLIGHTS

GENUINE INTEREST GUARANTEED

DELIVERED REAL TIME

HIGH ROI

Designed for conversion

Dedicated boiler enquiry pages usually create a stronger sales conversation than broad homeowner data because the customer has already shown clear intent.

WEB LEAD VERTICAL

Garden Room Web Leads

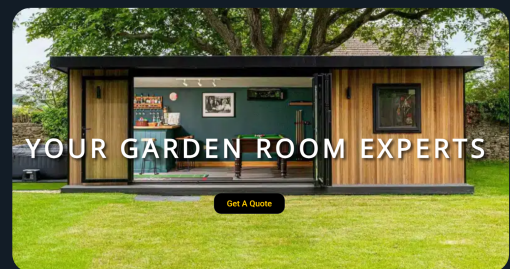
Fresh enquiries from homeowners researching garden rooms, outdoor offices, studios and additional residential living space.

Garden room buyers are often comparing options, budgets and installation companies online before making contact. DDS web campaigns capture that interest and connect suitable enquiries with businesses that can quote, design and install.

Typical enquiry	A homeowner seeking information or a quotation for a garden room, home office, studio or similar structure.
Sales model	Works well for phone qualification, quotation booking, home consultations and appointment setting.
Targeting	Can be focused around serviceable regions and agreed campaign questions.

GARDEN ROOM BRAND SHOWCASE

Example creative from the DDS garden room vertical, showing the specialist branding and enquiry-led landing-page style used to attract homeowner interest.



Illustrative screenshot used to showcase the brand presentation and consumer enquiry journey for garden room web leads.

DDS USP HIGHLIGHTS

GENUINE INTEREST GUARANTEED

DELIVERED REAL TIME

HIGH ROI

Higher-value enquiries

Garden room leads are often more valuable because the customer is researching a considered purchase and is usually looking for design ideas, pricing and installation guidance.

SERVICE 04

Life insurance quote-guaranteed hotkeys

One of DDS's standout offerings is our life insurance hotkey product - live-transfer leads designed to put advisers in direct contact with consumers ready to discuss a quote.

For businesses operating in life insurance and protection, live transfers remove a significant amount of prospecting friction. Instead of chasing cold or ageing records, your team receives a real conversation with a consumer who is available to speak and has engaged with the process.

Core USP	100% exclusive and quote guaranteed - a clear, strong commercial proposition for brokerages and advisers.
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Why it works	Less wasted time, more quoting activity and a faster route from lead generation to live sales opportunity.
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Who it suits	Brokerages, life advisers and protection sales teams with the capacity to handle live calls effectively.
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DDS USP HIGHLIGHTS**QUOTE
GUARANTEED****CONVERSIONS
ABOVE 40% TO
SALE****UK
GENERATED
ONLY****100%
EXCLUSIVE****COMMERCIAL ROI**

The hotkey model is designed to help clients spend more time quoting and selling, with less time lost trying to warm up unengaged prospects.

SERVICE 05

B2B Data Supply & business prospecting lists

DDS supports business-to-business campaigns with targeted B2B data designed to help clients reach relevant companies and decision-makers with a cleaner, more focused prospecting list.

B2B outreach depends on relevance and precision. DDS can assist clients looking for company records, sector-specific data and broader outreach datasets that support appointment setting, telephone sales or email marketing.

Common uses

Appointment setting, outbound prospecting, service promotion, renewals, energy campaigns and general B2B growth activity.

Targeting

Business type, sector, region, size indicators and decision-maker focused campaign planning.

Approach

Suitable for businesses that need volume, segmentation and a clear route to market in commercial sectors.

DDS USPS

- Access to sizeable B2B data coverage across the UK.
- Practical, campaign-led thinking rather than one-size-fits-all files.
- Useful for both niche vertical targeting and broad prospecting activity.
- Supports lead-generation agencies, service providers and internal sales teams alike.

Ideal sectors

Utilities, telecoms, renewals, marketing, professional services and other B2B sectors where telephone and email outreach play a key role.

SERVICE 06

Email data & direct marketing support

DDS supplies email data and broader direct marketing support for businesses that want additional channels beyond outbound calling.

Email and postal campaigns can be highly effective when they are aimed at the right audience and used as part of a wider follow-up strategy. DDS helps clients access the records they need to build multi-channel marketing activity.

Included within this area

- Email marketing data for selected campaigns and sectors.
- Postal and direct mail ready data where offline marketing is required.
- Audience selection support to help improve relevance and reduce waste.

DDS USPS

- Useful for clients who want multiple acquisition channels, not just one.
- Supports integrated marketing strategies that combine phone, email and post.
- Can complement existing DDS data or lead products for wider campaign coverage.
- Suitable for businesses with internal marketing infrastructure or agency support.

Best for

Businesses running email sequences, direct mail campaigns or broader multi-touch outbound marketing.

Value

Allows brands to diversify acquisition activity and keep prospects engaged across more than one channel.

SERVICE 07

EPC data appending & eco campaign support

DDS has developed specialist capability around EPC data appending and the wider renewable / efficiency space.

This service is valuable for businesses operating in ECO, energy efficiency, renewables or property-led campaigns where EPC information and address-level enrichment can improve targeting and eligibility assessment.

What it does

Helps append or enrich raw data with relevant EPC-related information to make records more useful for qualifying and targeting.

Who it helps

Data companies, eco companies, renewable energy marketers and businesses with EPC-linked campaign requirements.

Campaign fit

Useful for installers, lead generators and marketing teams working in energy or property improvement sectors.

DDS USPS

- Specialist rather than generic - designed around a genuine market requirement.
- Can increase the usefulness of raw data for EPC/ ECO related campaigns.
- Pairs naturally with DDS solar, heating and home-improvement activity.
- Supports both direct clients and white-label partner requirements.

Strategic value

Where campaign success depends on the right property or efficiency profile, appended insight can help improve selection and reduce wasted outreach.

SERVICE 08

Bespoke campaigns & tailored fulfilment

Not every client requirement fits neatly into an off-the-shelf lead product. DDS can scope bespoke campaigns where volume, targeting or lead type needs to be built around the brief.

This is especially valuable where a client wants a niche campaign, a specialist region, a new vertical, or a customised lead flow that standard market suppliers struggle to provide.

Examples

New lead verticals, campaign tests, tailored web forms, custom data overlays, regional targeting and sector-specific fulfilment.

How DDS helps

By combining internal capability with approved partner support where appropriate, DDS can build flexible routes to supply.

DDS USPS

- Flexible thinking rather than forcing unsuitable standard products.
- Ability to adapt around commercial demand and client priorities.
- Useful for agencies, brokers, installers and service businesses with evolving needs.
- Encourages longer-term relationships because DDS can grow with the client.

DIRECT DATA SQUAD ADVANTAGE

Where competitors say no, bespoke thinking often opens the door to a workable solution.

SERVICE 09

White-label lead generation partnerships

DDS is actively looking to build long-standing professional relationships with other lead-generation businesses, agencies and suppliers where both sides can work together rather than against one another.

The principle is simple: where one business lacks a specific product, capacity or volume, the other may be able to fulfil it on a professional white-label basis. This creates a stronger market offering for both sides and helps each company protect and expand its client relationships.

DDS USPS

- Open, commercial mindset focused on collaboration and client retention.
- White-label capability helps both sides broaden their service offering.
- Allows DDS to help clients even where a lead type is not generated internally today.
- Supports reciprocal opportunity: DDS can also fulfil for partners where we hold strength.

Best for

Lead generators, agencies, brokers, data companies and suppliers wanting a longer-term commercial relationship.

Why it matters

In this market, strategic cooperation often creates more value than unnecessary competition.

STANDARDS THAT MATTER

Quality, compliance & due diligence

DDS recognises that data and lead generation only create real value when quality, transparency and compliance are taken seriously.

DUE DILIGENCE

We do not simply provide data to anyone. DDS applies due diligence and client checks to help ensure services are supplied responsibly.

OPT-IN AWARENESS

Campaign suitability and opt-in context matter. DDS is focused on providing products that can be used appropriately within the client's marketing process.

QUALITY CONTROL

Segmentation, campaign fit and ongoing communication are all part of delivering a product that works in the real world, not just on paper.

COMMERCIAL HONESTY

Different acquisition products serve different purposes. DDS helps clients choose between data, leads, web enquiries and hotkeys based on what they actually need.

WHY THIS SECTION MATTERS

Quality and compliance are not add-ons. They underpin campaign performance, client confidence and long-term supplier relationships. DDS treats them as part of the service itself.

TALK TO DDS

Ready to grow with **DDS?**

Whether you need compliant data, fresh leads, life insurance hotkeys, web enquiries, a bespoke campaign or a trusted white-label partner, Direct Data Squad is ready to discuss your requirements.

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DDS Marketing Limited trading as Direct Data Squad.
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Scan to visit Direct Data Squad

Use the QR code to go straight to our website.

NEXT STEP

Tell us what you need, the volumes you are looking for and the sectors you operate in, and we can recommend the most suitable DDS solution.