

## Database 360 showcases at Marketing Week Live

Database 360, a division of data and lead generation specialists CG Consulting, showcased its products at the Data Marketing Show at Marketing Week Live, a UK marketing event. The Data Marketing Show hosts marketers looking to improve, understand, and develop their data-driven marketing for more efficient campaigns.

The show hosts suppliers and experts in data marketing with the products, knowledge and solutions to enhance marketing campaigns.

CG Consulting sales and marketing director Louise Robinson says the event was a huge success and attracted thousands of visitors looking to do business in Africa.

### Latest African database

"The show attracts a highly-focused audience of data and marketing professionals, who are responsible for buying, sourcing and influencing the purchasing of all data products and services."

"Database 360 unveiled its latest African database, a comprehensive resource of companies and executives throughout the African continent. Database 360 is a database developed specifically to provide organisations wanting to do business in Africa with access to the right people, the right contact details, and the right information about the specific needs of these companies," she explains.

Database 360 has offices in South Africa and the UK.

### Business in Africa

According to Robinson, the African database now available from Database 360 is the first of its kind, providing up-to-date information on businesses throughout Africa.

"It has been our goal over the last couple of years to develop a qualified database that will offer our own clients a full view of businesses in Africa, and I believe we have now achieved this," she concludes.