

Insightful and Targeted Lead Generation Gets Easier with Innovantage

Innovantage, a leading provider of recruitment intelligence and lead generation to the UK's recruitment industry, has partnered with Market Location to further enhance their search results. Innovantage will be leasing the pervasive Market Location data universe to inform its tailored recruitment searches to impressive effect.

Innovantage tracks online recruitment advertising, providing both job boards and recruitment agencies with details of current job vacancies within UK companies. As part of the licensing agreement, Market Location will provide Innovantage with company website addresses to power its web crawler. This proprietary crawler, the first of its kind in the UK, harvests jobs from over 1.7 million companies.

May 16, 2007 (FPRC) -- Innovantage customers will be able to use the Market Location database to identify decision makers and obtain full contact details of companies recruiting. This allows recruiters penetrating access into the online recruitment market helping them to identify which companies are recruiting, what and when. In many cases information is provided by Market Location on senior decision makers in the IT, Sales, Marketing and Personnel departments – facilitating quick identification of the recruiting manager.

Moreover the intelligence is fresh. Market Location is continually updating its database and the entire file is refreshed every seventeen months. To ensure data used by Innovantage is kept up-to-date, Market Location will issue Innovantage with monthly updates of the database.

Commenting on the partnership Matthew Dewstowe, Managing Director of Innovantage said: "For us, Market Location was the obvious choice. We found their database was both extensive and highly accurate, and their ability to segment and tailor data for our customers was key. The fact that they have grown and enhanced the database over the last six months made Market Location our preferred supplier."

Patrick Bradshaw, Director at Market Location continues: "We are thrilled to be working with Innovantage. Their pioneering software will change the way recruitment agencies target potential clients forever. Innovantage's selection of our database on a wholesale basis is testament to the work we've put into developing its capabilities and expanding our product offering."

About Innovantage

Innovantage launched in early 2006 to exploit semantic enabled search technologies to deliver actionable business intelligence harvested from the internet.

The first product, Insight, tracks and monitors online recruitment advertising - accelerating lead generation, business development and market research for recruitment agencies and job boards. The technology platform aggregates and normalises jobs posted on over 1.7 million direct employer websites as well as many of the UK's leading job boards. Clients access and manipulate data

through an internet browser or at a more sophisticated level through custom XML feeds.

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, Rapid Racking, Staples UK, United Advertising Publications and many others.

For a free web demonstration visit www.innovantage.co.uk/trial or call 02920 022 600

Contact Information

For more information contact Matthew Dewstowe of recruitment intelligence
(<http://www.innovantage.co.uk/>)
02920022602

Keywords

[recruitment](#)

[recruitment lead generation](#)

[lead generation](#)

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