

## Data HQ - Refresh™ performs in a competitive arena

### The Challenge

In a competitive market, Data HQ's success is founded on speed, accuracy and reliability. The company provides business solutions to a wide range of industries; their independence and professionalism helps clients to achieve the highest possible rates of success from targeted communications. Tim Holt, Data HQ's Managing Director, had no difficulty in appreciating the website's potential to maintain and enhance market position, but he was not convinced that the existing site was doing that job to its full potential.

### The Solution

Data HQ required a mechanism that would allow them to update and manage their website in real time, whilst also providing visitors with access to information on a range of industry specific mailing lists. Refresh™ provides staff with complete control over their website, allowing them to add new content quickly and easily. The addition of a custom mailing list module has allowed Data HQ to easily display details of over 1900 mailing lists across a range of industry sectors.

### The Result

Work on site optimisation has been enhanced by the search engine friendly nature of Refresh™, putting Data HQ amongst the top listings of the major search engines and driving targeted traffic to the site. Web enquiries have helped grow revenues by over 20% in the last 12 months and client feedback has been excellent. "Online marketing has become increasingly important to our business", says Tim Holt, "and Refresh™ has given power and control, allowing us to push those boundaries and create a vibrant and dynamic resource for clients."

Visit the site at [www.datahq.co.uk](http://www.datahq.co.uk) or find out more about Refresh™ at [www.refreshcms.com](http://www.refreshcms.com)