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G2 customer targeting tool launched

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G2 Data Dynamics has launched Market Striker, a new customer targeting tool that will allow marketers to rapidly identify and build an audience of key prospects.

The company said the tool will therefore reduce campaign waste and preserve budget.

The product uses G2's UK-representative, real-time Viewpoint consumer research panel to gain insight into people's attitudes towards a business's products, services, pricing and advertising concepts.

After gauging the appeal of each of these elements, G2 can supply information on market size for a product or service, how to contact each target and what should be offered to them.

Market Striker also tells marketers where to find the data from across the UK to inform their strategies.

The product offers the advantage of using up-to-date research and matching it with accurate data to optimise marketing spend.

