

Meet Go Live Data, the data management company delivering data and leads for businesses to flourish in an ethical and efficient way

For our latest quick-fire questions series, we pick the learned brains of Adam Herbert, cofounder and CEO of Go Live Data about flourishing, helping businesses to thrive through campaigns that really deliver, and exciting expansion plans in the not too distant future.

Providing a stellar data management service with a considerate, hand-holding approach means Go Live Data has given a lifeline to hundreds of businesses needing help with their outbound marketing campaigns. *Go Live Data* is proud of its targeted, compliant service, shunning 'dirty data' by cleaning data inhouse on a 30-day cycle - the only UK company to do so - thus ensuring more accurate business details than any other database in the UK.

Their unique approach, of applying best-of-breed technology, with a human element means Go Live Data is a data management company that lives and

breathes data, carefully curating a database of over 1.9million business records, whilst striving to make a real difference in a stagnated industry.

What was the catalyst for launching Go Live Data?

It's a two-fold answer. Firstly, having spent 15 years commercially within the data industry, I could see so many opportunities to do things better. We needed more accurate data, more rigorous accuracy and an increased frequency of data refresh.

Some of these were driven by GDPR and compliance changes. Some of these came about by the world moving on. I also felt it was time for the industry to change and bring true innovation to a stagnated industry.

Secondly, I had a chance meeting with my cofounder Tim, who brought the technical skills to enable me to start building my vision.

Tell me about the business – what it is, what it aims to achieve, who you work with, how you reach customers and so on?

Go Live Data is the UK's premier data owner. We help growing companies to know who they should market to and we provide the data and mechanism to do this legally. We work with big name corporates including Amazon, AXA, Citation and Premierline, as well as growing scale-ups and SMEs.

How has the business evolved since its launch?

We have moved out of the startup era and are now enjoying the scale-up phase, which isn't any easier but mostly fun. It is fast paced and hard work but ultimately worth it when we hear from clients about how our services are helping them take their business to the next level.

How are you funded?

We are self-funded. By virtue of our groundbreaking technology and industry connections, we started to work with some of the UK's biggest brands which helped to accelerate the business to where it is now. We might consider raising additional capital in the next 12-24 months to truly turbocharge growth.

What has been your biggest challenge so far and how have you overcome this?

This has to be working with my co-founder – he's a geek! It took us most of the first 12 months to learn how to work together. My background is being commercially driven, whilst Tim has a technology and development background. It took a while to get that working right but we're happily working in harmonious tandem now.

How does Go Live Data answer an unmet need?

Every growing business needs new leads. They need to know who is in market and who to prospect to.

What's in store for the future?

We're just getting started ! On top of our 1.6million UK data files that customers are requesting, we are starting to build out the USA and EMEA data. We're working hard to join up multiple outbound channels to provide a full end-to-end prospecting.

What one piece of advice would you give other founders or future founders?

Just start doing it. You can regret it once you've started.

And finally, a more personal question! What's your daily routine and the rules you're living by at the moment?

Every day is different. We are fast paced with lots happening, so no two days are the same at Go Live Data with new product launches, fresh innovation, customers needing attention, optimisation meetings and so much more. It is a lot of fun.

Adam Herbert is cofounder of *Go Live Data*.

Article by ADAM HERBERT