OXYGEN FINANCE INSIGHTS

Generate High-Value, High-Converting Public Sector Leads

Add power to your competitive intelligence and lead identification with Oxygen Insights for marketing teams.

Find red-hot public sector leads from your desk.

Oxygen Insights arms you with the most powerful public sector buying intelligence available. Pre-procurement intelligence helps you uncover high-value tender opportunities months before tender, and categorised spend data shows you how +1,000 public sector buyers are spending, and with whom.

Use Oxygen Insights spend, pre-procurement, contract and tender intelligence to tailor compelling campaigns that position your brand strategically to win more bids

Oxygen Insights neatly dovetails into our sales and marketing activities. It helps us identify new opportunities, and streamline our analysis around spend, buyer and supplier data with ease.

We obtain deep insights that drive, support and feed into our prospecting and nurturing activities. The intuitive dashboards and custom reports give our team real-time and reliable data.

Katherine Beswick, Marketing Manager, IEG4

Shortlist key accounts with precision

Use Oxygen Insight's exclusive pre-procurement intelligence to generate scalding-hot leads for your sales teams months in advance of tender. Forecast upcoming renewals to prepare targeted campaigns for expiring contracts.

The data to power your competitive intelligence

Understand who is buying what from whom, and crucially, for how much. Categorised spend data from over 1,000 public sector organisations. Access comprehensive market intelligence with buyer profiles, historical procurement activity, and incumbent supplier data.

Key contact data for each opportunity

Bring together sales, marketing, and bid teams with a single source of intelligence. Access contact data for key decision-makers within target organisations, plus contacts for each opportunity, ensuring you reach the right people every time.

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