

25 June 2018

**Dods Group PLC (“Dods”, the “Company” or the “Group”)**

**RNS REACH – LAUNCH OF NEW PRODUCTS**

Dods, a market leading business intelligence, data, media, training and events company, announces the launch of a new proposition within its Dods People product portfolio.

**Political and public sector data made available within the world’s leading CRM, Salesforce**

The Company is pleased to announce the launch of ‘Dods People Data in Salesforce’.

The CRM industry is set to grow 8% annually through to 2025 with Salesforce leading the way as it aspires to achieve its \$60bn revenue target. Noting the widespread growth in data contact management and third-party data provision, into an industry built entirely for the Salesforce platform, we have made **Dods People UK** and **EU** political contact data available within this native platform.

With no systems integration required, Dods People Data in Salesforce utilises the unmatched reach and functionality of Salesforce to provide seamless contact management and analytics.

Keeping up with the speed of change around people and responsibilities, the lack of effective channels to engage and influence policymakers, and the requirement for ongoing identification of opinion leaders and decision-makers interested in specific issues come at high effort and expense.

Dods People Data in Salesforce is a highly sought-after solution for our current customer base, and a brand new opportunity to offer our contact data to all Salesforce users and their distribution network across the globe who are looking to engage with the political stakeholders and public sector managers.

This positions Dods well for extending the subscription model to include associated business intelligence on our future roadmap and supercharge our growth by utilising Salesforce platform.

For more information, please visit our product page

<http://www.dodsinformation.com/product/dods-people-data-salesforce>

**Notes to Editors**

**Dods People is a comprehensive online service that provides you with access to both the political representatives and public affairs professionals across the UK and European Union.**

**For further information, please contact:**

**Dods Group plc**

Snezana Pertovic  
Kerry Clayton

0207 593 5500

**Alma PR**

John Coles

07836 273 660