



Achieve ROI with Barbour ABI

Subscribers can achieve figures like 10x ROI even in a challenging year with our Construction Project Leads Platform.

Deal Won



450 New Build Houses

Project Value: £4.6m

Order Value: £89k

[View 27 other deals](#)



What is Barbour ABI?

Barbour ABI provides verified construction project data to over 3,000 clients, helping them make better decisions and win more work.

Our UK-based research team confirms project details directly with site contacts including timelines, key decision-makers, and specified products, so you can act with confidence, not guesswork.

Better data, it's what we do

Whether it's project leads, market research, consultancy, or custom dashboards, we deliver insight in the way your team works best.

David Buckley
Managing Director



What sets us apart from other lead providers?



Cheshire-based research team

Our UK-based team confirms project values, start dates, project timelines, as well as picking up vital information such as materials and brands specified, bidders, project delays and much more via direct contact.



AI-powered technology

Our AI search cuts through all our project data to quickly highlight relevant projects outside your usual scope, saving time and uncovering more opportunities.



1-2-1 client service

We also provide every client of ours with a dedicated account manager to ensure success and return on investment. Get regular check-ins with our seasoned experts at a frequency right for you.

| Let's break down your *potential ROI*

Let's take a conservative scenario.

Assume you identify 10 relevant projects per quarter using Barbour ABI.

Now assume a low win rate of just 1 in 10.

And assume an average order value of £18,750 per project.

Even with these cautious assumptions, you would still secure four projects per year generating £75,000 in revenue directly from Barbour ABI.

With an average annual Barbour ABI subscription of around £7,500, that's a 10x return on investment, even in a challenging year.

Want to see what your real-world scenario would look like?

$$\frac{(\pounds75,000 - \pounds7,500)}{(\pounds7,500)}$$

10x ROI



Achieve ROI with Barbour ABI

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- What is Barbour ABI?
- Let's break down your potential ROI
- How long will it take for me to see ROI?
- How we set you up for success
- Too good to be true?
- More than just a lead provider

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| How long will it take to see ROI?

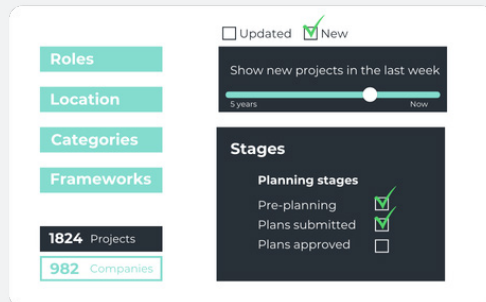
You can see a return in as little as one quarter.

Win just one £18,750 project, and against a £7,500 investment, that's a 2.5x return in three months — on track for 10x over a year.

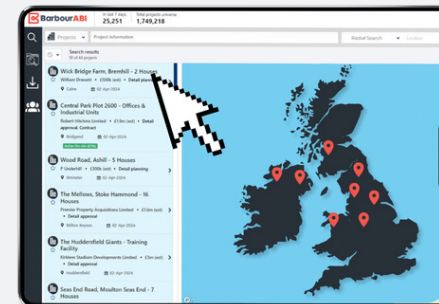
Step-by-step how to achieve ROI with us



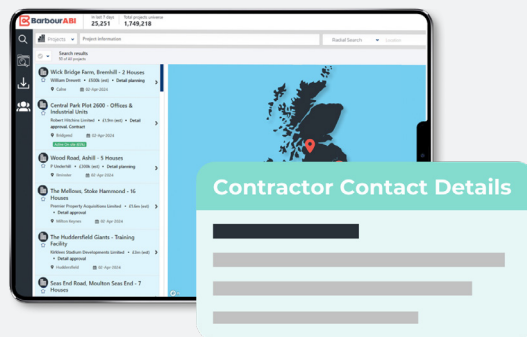
1. Set up your filters to find your target projects



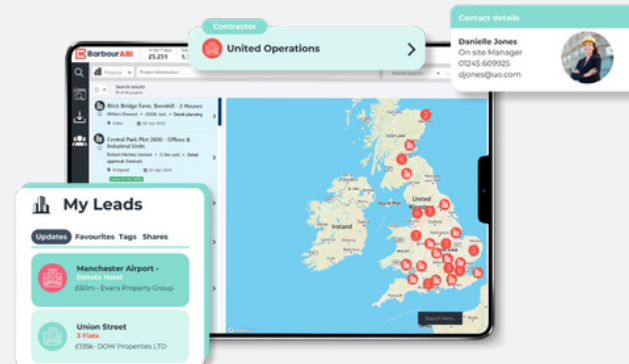
2. Select the project you want to target



3. Head to the Roles & Relationships tab to find the contact details you need



4. Reach out and begin building relationships and securing work



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| How we set you up for success



However you find our data, export your leads in easy to use formats to distribute or add to your own CRM systems. Export as many leads as you want - we're here to help you grow.

Export



Instant



Get consistent strategic support from day one with your dedicated account manager. Training, strategy sessions, and in-person meetings are available year-round to support your business.

Training



1 session



Request more information on the platform about any projects or companies from our UK-based research team. Get a response within 24 hours – the fastest lead time on the market.

Research response



24 hours



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| Too good to be true?

Does the 10x ROI look too good to be true? The scenario we've laid out is a pessimistic viewpoint, most of our clients achieve much higher win rates and order values. But how do we ensure you reach your target ROI and revenue?

We're an extension of your team

We hold ourselves accountable for your ROI. We work alongside you as your growth partners, fully invested in your success, because when you succeed, we succeed.

Onboarding meetings: This is where we lay everything out - you tell us your time-specific KPIs, how much training you and your team need, and highlight the initial opportunities you want to target.

Regular check-ins: Review strategy, track progress against goals, and identify areas for growth, providing detailed guidance and support for next steps.

Annual review: We see where you succeeded and how we can bolster your current efforts.



In the last 2 years, Poly-Pac's turnover has trebled and they have presented CPDs to over 300 individuals in the design and architecture industry.

Their specification network is now 10 times what it was 2 years ago and Barbour ABI has been crucial in achieving these targets.

[Read the full case study here](#)



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| More than just your lead provider

We're more than just leads, *we're a business growth partner for your company.*

As a client of Barbour ABI, you benefit from more than just data. You gain a partnership built around training, strategic conversations and forward planning - ensuring you get maximum value from our intelligence.

Our people-led approach means you're supported by *real experts*, with 45 UK-based researchers at your fingertips, continuously tracking projects, validating information and uncovering opportunities that matter to your business.

Chrissy Jamieson
Head of Sales



Our Mission

Barbour ABI provides the UK built environment with the best intelligence to help our clients grow.

Essentially, we deliver the highest quality construction project data and market research to our clients so they can make better decisions and win more business.

We provide more than just leads, we provide opportunities for businesses of all types and sizes.



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Get your free quote today

If you'd like to see what kind of returns and revenue our platform can provide for your company, request a free quote today.

[Get a free quote](#)

