

CONTEXT DATA!
GLOBAL DATA!
LOCAL DATA!



B2B targeting

THE BEST LEADS FOR PROSPECTING AND MARKETING

OUR ADDED VALUE

Business targeting high added value

Did you know?

- There are actually SoHo* businesses hiding in your B2C files and Infobel will help you to identify them. In a finite database like B2C high-quality targets are lying hidden. We will find them for you!
- You might have a B2B file but are you aware of its actual value? Within your B2B files high-quality targets are lying hidden. We will detect and identify them.

* SoHo : Small office & Home office

AN AUTOMATED SERVICE, FAST AND RELIABLE

1 Automatic file standardisation before updating

Addresses are standardised based on the following information: full address (streetname & number) - town - postcode

3 Delivery of the file: 3 options

- **Delivery in 3 working days** > batch: the file is sent by e-mail or in CD/DVD format
- **Real-time delivery** > automated batch: the file is posted on an FTP server
- **Transactional service** (return of the transaction in HTML format)

2 Updating and/or validation

a. Consumers (B2C):

Detection of B2B activity within a B2C group. Identification of SoHo* targets within a consumer file based on specific data: name - address - town - telephone - date of birth

b. Business (B2B) :

Using your B2B files we will detect the potential for prospecting through a commercial activity score (a mark). This score is based on commercial details such as: telephone - VAT number - e-mail address - URL - classification in the Infobel directory

c. VAT + Central Business Databank :

Based on the B2B file received, validation and/or updating of the VAT n° and/or BCE n° based on specific details: name - address - town - telephone - VAT - BCE n° -

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About Infobel : Kapitool is the publisher of Infobel products specializing in B2B and online services. With a global digital platform, Kapitool-Infobel publishes and continually updates a database of some 350 million telephone subscribers and 186 million businesses worldwide. Operating throughout the world, Kapitool-Infobel also offers numerous B2B solutions including a large range of products and services that allows customers to get or improve, use data for the purposes of publication, marketing, advertising, and other data purpose.



IMPROVE THE QUALITY OF MY DATABASES