

CONTEXT DATA!
GLOBAL DATA!
LOCAL DATA!



Lead expansion

COMPLEMENT YOUR TARGET FILE AND INCREASE YOUR CUSTOMER/PROSPECTIVE CUSTOMER DATA BASE

INFOBEL LEAD EXPANSION SOLUTIONS

Get new targeted prospective customers

Consumer

Are you looking for a well- worked out data system based on socio-demographic criteria to be able to launch a marketing campaign?

Do you already have a file and want to analyse the profile of your existing clients, identify a particular target group, compare your data with Infobel's Direct Marketing database and thus complete your file?

An automated service, fast and reliable

1 Automatic standardisation of the file 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 returned by e-mail or in CD/DVD format

Real-time delivery > automated batch : the file is posted on an FTP server

Transactional service (return in HTML format)

Our added value

We identify different target groups within your existing client database.

We use a detailed range of socio-demographic data, allowing you to split up, target and complete your database.

2 Fullfilment

a. Purchasing a high-quality Infobel Direct Marketing file
Your high-quality marketing file will be created based on the socio-demographic data you select.

b. Using your client file or prospecting file as a basis

1. Based on socio-demographic criteria available, identification of a target group within your address file.
2. Increasing your prospecting database using your target file after deduplication of your data with those in the Infobel Direct Marketing database.

About Infobel : Kapitol is the publisher of Infobel products specializing in B2B and online services. With a global digital platform, Kapitol-Infobel publishes and continually updates a database of some 350 million telephone subscribers and 186 million businesses worldwide. Operating throughout the world, Kapitol-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.



GET DATA