

CONTEXT **DATA!**  
GLOBAL **DATA!**  
LOCAL **DATA!**



# Lead Expansion

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

## 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:** 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.



GET DATA