



PAR.B2B.EUROCONTACTPOOL

22 MILLION COMPANIES AND 16,6 MILLION
EXECUTIVES IN ONE DATABASE



PAR.B2B.EUROCONTACTPOOL

Target the right customers and prospects in Europe

Build up your campaigns and customer records with information from EuroContactPool, the pan-European database. It contains information and addresses to more than 22 million companies and 16,6 million executives in the leading DM countries in Europe.

PAN-EUROPEAN COVERAGE

From a single supplier, you gain access to market information and addresses to customers and prospects throughout Europe, saving you both time and money. You only need to make one contact, and all the information you require is sent to you in a single file format.

Today the EuroContactPool database includes the 14 leading DM countries in Europe, covering approximately 80% of the total European DM market.

MAKE THE RIGHT DECISIONS

In addition to mailing list information, the EuroContactPool database contains phone numbers and the names of key business executives. Make your selection on the basis of NACE codes, number of employees, annual turnover, legal form and other variables. In all, you have access to the right information for direct marketing and strategic planning – all you need to expand your horizon and customer registers.

ASK US FOR ADVICE

There are many ways to define your target group. You are always welcome to contact us for suggestions and advice. Everyone at PAR selects and processes addresses and market information on a daily basis. Of course, we are happy to help you find the right prospects and customers or clean and enhance your database. We have everything needed to build you a perfect database – knowledge and information.

FEATURES

- Find customers and prospects in 14 countries – via a single supplier
- 22 million companies and 16,6 million executives in one database
- Always complete and up-to-date information
- Make selections free from duplicate entries
- Restrict the number of hits in your selection
- Exclude existing customers in your selection
- View samples of companies prior to ordering
- Save and retrieve your previous orders
- Exclude previous orders in your new selections
- Information from different countries – a single file format
- Use our online tools to download your ordered file directly to your computer
- Only one starting cost regardless of how many countries you select
- Match your customer record with the EuroContactPool database to clean, update, enhance and analyse your data
- PAR works with carefully selected experts in 14 countries to ensure top quality data

EXAMPLES OF SELECTION CRITERIA

- | | |
|-------------------------|----------------------------|
| ■ Country | ■ NACE code |
| ■ Number of employees | ■ Generic e-mail addresses |
| ■ Geographical location | ■ Legal form |
| ■ Telephone numbers | ■ Registration date |
| ■ Fax numbers | ■ Export/import |
| ■ Decision-makers | ■ Annual turnover, etc. |














DELIVERY FORMATS

You can receive your ordered files with different content and in different formats:

- Format: Excel file. Text file separated by comma or tab.
- Content: Basic file, business file or by request.



DATABASE SPECIFICATION

| |  BELGIUM |  DENMARK |  ESTONIA |  FINLAND |  FRANCE |  GERMANY |  GREECE |  IRELAND |  ITALY |  NETHERLANDS |  NORWAY |  SPAIN |  SWEDEN |  UK | TOTAL |
|----------------------------|---|---|---|---|--|---|--|--|---|---|--|---|--|--|-------------------|
| Total number of sites | 1 731 961 | 109 707 | 389 102 | 5 225 820 | 4 160 575 | 66 158 | 278 766 | 1 835 302 | 1 680 280 | 512 193 | 2 129 530 | 1 041 724 | 1 853 957 | 1 853 957 | 21 671 378 |
| Total number of executives | 817 417 | 122 235 | 373 905 | 3 153 416 | 3 269 383 | 59 854 | 190 092 | 1 573 408 | 1 339 873 | 956 835 | 1 170 544 | 962 352 | 1 894 282 | 1 894 282 | 16 638 289 |

SELECTION CRITERIA

| | | | | | | | | | | | | | | | |
|-----------------------|-----------|---------|--------|---------|-----------|-----------|--------|---------|-----------|-----------|---------|-----------|-----------|-----------|-------------------|
| Industry – NACE codes | 1 000 572 | 572 628 | 87 618 | 388 757 | 5 225 814 | 4 097 593 | 60 356 | 257 280 | 1 298 135 | 1 679 603 | 494 644 | 2 100 564 | 1 031 254 | 1 840 897 | 20 135 715 |
|-----------------------|-----------|---------|--------|---------|-----------|-----------|--------|---------|-----------|-----------|---------|-----------|-----------|-----------|-------------------|

SIZE OF COMPANY

| | | | | | | | | | | | | | | | |
|---------------------|---------|---------|---------|---------|-----------|--------|---------|---------|-----------|---------|-----------|-----------|-----------|-----------|-------------------|
| Total equity | 339 202 | 192 200 | – | 140 291 | 1 285 677 | – | 23 420 | – | 365 043 | 527 219 | – | 693 380 | – | – | 3 566 432 |
| Annual turnover | 341 108 | 44 056 | 38 394 | 276 559 | 2 379 867 | 66 158 | 278 738 | 728 829 | 183 379 | 125 129 | 183 379 | 901 819 | 263 592 | 1 776 397 | 8 689 161 |
| Number of employees | 942 854 | 652 168 | 109 706 | 389 102 | 4 682 816 | 58 917 | 278 005 | 822 828 | 1 680 030 | 512 193 | 1 090 408 | 1 038 291 | 1 038 291 | 1 853 957 | 18 271 847 |

EXECUTIVE FUNCTIONS

| | | | | | | | | | | | | | | | |
|------------------------|---------|---------|---------|---------|-----------|-----------|--------|---------|-----------|-----------|---------|---------|---------|-----------|-------------------|
| CEO | 751 921 | 459 541 | 1 210 | 334 249 | 2 999 380 | 3 078 635 | 59 854 | 143 737 | 1 545 737 | 1 239 524 | 400 705 | 941 269 | 643 595 | 1 505 958 | 14 104 715 |
| Area Manager | – | – | – | – | 2 965 | – | – | – | – | – | – | – | – | 2 419 | 5 384 |
| Education Manager | 4 421 | 3 | – | 127 | 1 249 | – | – | – | – | – | 700 | – | 43 867 | 108 | 50 475 |
| Financial Manager | 478 995 | 25 181 | – | 23 725 | 31 546 | 40 708 | – | 7 828 | 6 312 | 43 538 | 20 961 | 116 651 | 84 231 | 182 110 | 1 061 786 |
| Human Resource Manager | 28 433 | 26 430 | – | 23 058 | 22 745 | 36 496 | – | 3 702 | 4 263 | 39 851 | 11 991 | 23 383 | 61 619 | 31 591 | 313 562 |
| IT Manager | 20 533 | 24 293 | – | 22 518 | 27 244 | 37 902 | – | 3 985 | 5 917 | 42 585 | 13 548 | 19 754 | 64 267 | 53 481 | 336 027 |
| Other IT functions | 2 937 | 1 913 | – | 2 094 | 15 479 | 13 004 | – | 385 | 6 365 | 5 103 | 1 697 | 3 307 | – | 10 331 | 62 615 |
| Member of Board | – | 220 617 | 431 | – | – | – | – | – | – | – | 824 593 | – | 79 125 | – | 1 124 766 |
| Marketing Manager | 25 404 | 25 567 | – | 23 823 | 10 754 | 37 425 | – | 5 806 | 2 135 | 32 818 | 13 409 | 28 556 | 59 385 | 26 749 | 291 831 |
| Public Officials | – | – | – | – | – | – | – | – | – | – | 245 | – | 11 463 | – | 11 708 |
| Purchasing Manager | 10 115 | 30 699 | – | 21 899 | 21 298 | 25 435 | – | 291 | 3 479 | 43 404 | 12 666 | 28 989 | 57 204 | 22 252 | 277 731 |
| Sales Manager | 441 559 | 29 213 | – | 22 584 | 26 807 | 25 534 | – | 8 379 | 2 881 | 40 547 | 15 533 | 74 049 | 45 578 | 47 126 | 779 790 |
| Production Manager | 448 572 | 8 085 | – | 21 457 | 17 380 | 17 826 | – | 2 245 | 2 758 | 2 531 | 6 198 | 11 516 | 18 170 | 5 197 | 561 935 |
| Operations Manager | – | – | – | – | – | – | – | – | – | – | 157 | 810 | 62 275 | 13 695 | 76 937 |
| Senior Decision Maker | – | 96 611 | 119 621 | – | – | – | – | 17 987 | – | – | 826 | – | 40 550 | – | 275 595 |

COMPANY TYPE

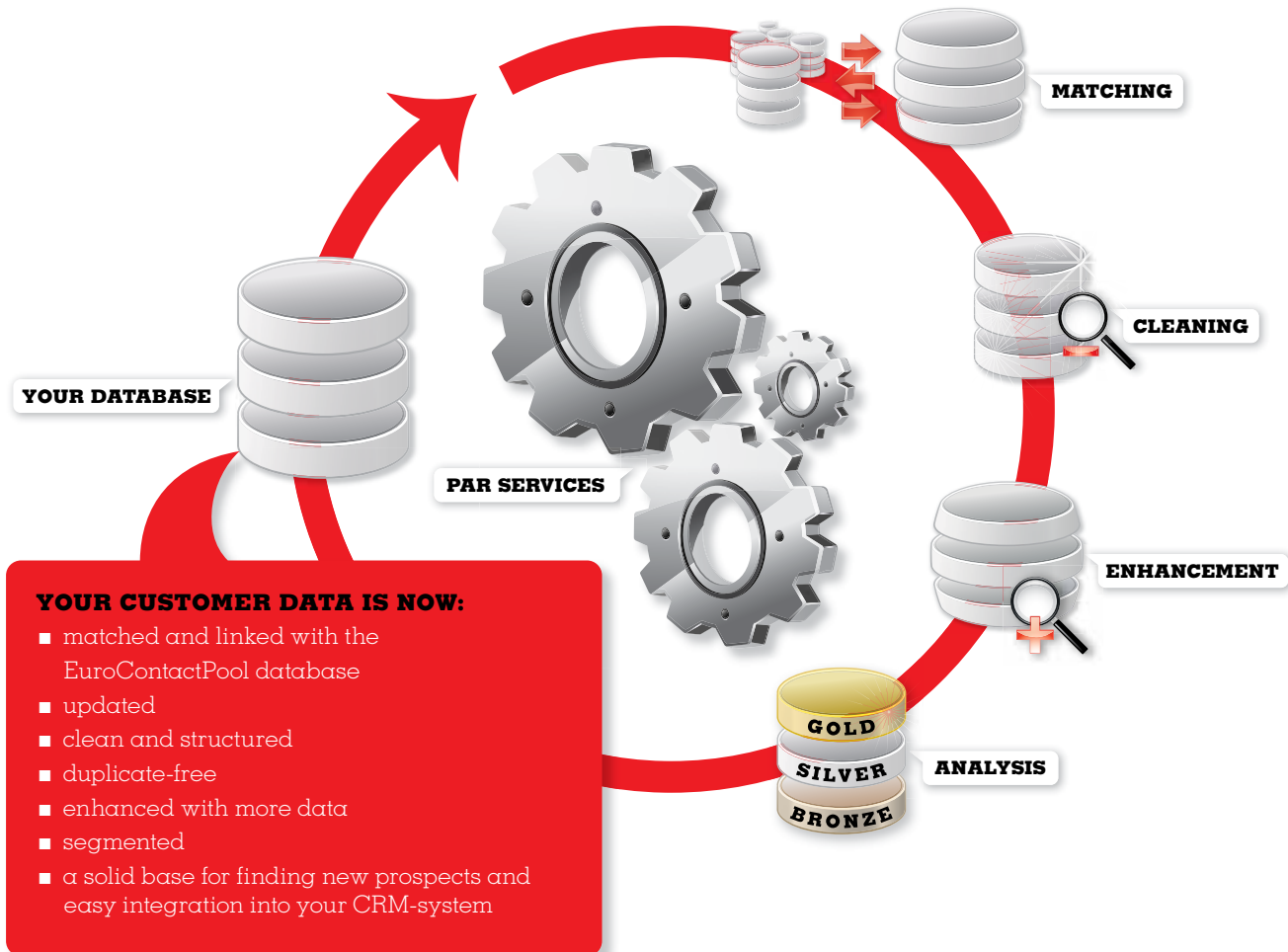
| | | | | | | | | | | | | | | | |
|----------------------|---------|---------|---------|---------|-----------|-----------|--------|---------|-----------|-----------|---------|-----------|-----------|-----------|-------------------|
| Legal form | 904 463 | 655 631 | 109 704 | 389 002 | 5 225 803 | 1 181 734 | 66 142 | 277 232 | 1 801 423 | 1 670 738 | 511 707 | 1 509 256 | 1 040 622 | – | 15 343 457 |
| Import/Export | – | 2 314 | – | 22 218 | – | – | 24 533 | 79 198 | 1 072 | 129 708 | – | 162 546 | 21 757 | – | 443 346 |
| Telephone number | 896 429 | 424 030 | 49 269 | 224 808 | 2 823 292 | 3 801 152 | 62 431 | 248 433 | – | 1 184 672 | 453 662 | 1 364 856 | 903 283 | 1 311 016 | 13 747 333 |
| Date of registration | 579 422 | 655 516 | 109 706 | 374 696 | 4 786 156 | – | 60 720 | – | 963 087 | 1 667 644 | 510 276 | 1 376 065 | 1 038 507 | 1 367 628 | 13 489 423 |
| Fax | 387 566 | 124 562 | 25 823 | 5 653 | 876 254 | 2 012 940 | 58 010 | 57 961 | – | 380 186 | 154 261 | 1 | 129 242 | 144 475 | 4 356 934 |
| E-mail | 205 085 | 62 741 | 46 065 | 92 767 | – | – | 39 868 | 41 035 | – | 155 561 | 194 676 | – | 90 122 | 129 861 | 1 057 781 |
| URL | 127 245 | 83 185 | 16 630 | 51 939 | – | – | 22 802 | 28 963 | – | 437 052 | 104 067 | 294 242 | 118 571 | 383 014 | 1 667 710 |

For current figures regarding number of companies for each selection criteria, see our website: www.par.se or call: +46 (0)8 775 36 00

PAR.SERVICES

Update and manage your customer records

Maintain and optimize your customer data so that you can gain long-term benefits from it. That's what our services are all about. The idea is simple: Send your data to us, and we send back a new file with complete and correct data.



MATCHING

Run your customer records against the EuroContactPool database for access to all available information. Once your database is linked with ours, you can:

- clean and update your customer data
- enhance and analyse your data
- make duplicate-free selections
- get access to running updates

CLEANING

Eliminate obsolete and irrelevant data. We ensure that you have correct information and can communicate effectively.

- correct spelling, names, addresses and phone numbers
- remove duplicates
- secure structured and standardized info in your CRM system
- minimise postal returns

ENHANCEMENT

Add useful and strategic information and get to know your customers better. More information makes it easier to select target groups. We can provide you with:

- telephone numbers
- financial data
- employee figures
- decision-makers
- NACE codes
- etc.

ANALYSIS

Get to know your market and find out where your company is most successful so that you can focus your resources.

- get a profile of your customers and prospects
- define your most profitable customers
- identify new markets
- get a good basis for strategic decisions



DEVELOPERS OF DIRECT MARKETING INFORMATION - SINCE 1956.

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