



data
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delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

InfoBase Business

The Key to business-to-business direct marketing is communicating with the right person in the right company. Infobase Business list has been specifically developed to meet this need. Its combination of breadth, depth, accuracy and the daily connection of new data delivers unparalleled value for direct marketing, telemarketing and fax broadcasting campaigns.

The Infobase Business list has been built solely for business-to-business contact and contains details on over 350,000 organisations. To help target the right prospects all records have Australian and New Zealand Industry Codes (ANZSIC), the basic 4 digit classification system set up by the Australian Bureau of Statistics. You can then further define your targeting using unique directory category headings.

The companies listed on InfoBase Business can be selected using correct attributes such as geography, industry, employee size and management position, as well as speciality information such as Small Office Home Office (SOHO) indicators.

The data is maintained daily by a tele-research team that continually updates and maintains the data accuracy through telephone verifications, multi source verification and removal of opt-outs or suppressions.

LIST DETAILS	
Quantity	354,544
Selections	State Postcode industry Classification (ANZSIC) Number of employees Site information eg. Head Office, Branch, Franchise SOHO indicator Job titles
PRICING	
Deliverability	95%
Lead Time	3 working days

The List Group - Direct Marketing List Management & Brokerage

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Notes	Job Titles; Accountant, Administration Manager, Branch Manager, Business Development Manager, Call Centre Manager, Chairperson, CEO, CFO, Company Secretary, Coordinator, Credit Manager, Curator, Customer Service Manager, Director, E-Commerce Manager, EDP/MIS Manager, Environmental Manager, Executive Secretary, Export Manager, Financial/Risk Manager, Fleet Manager, General Manager, IT Manager, Legal Manager, Legal Representative, Maintenance Manager, Managing Director, Manufacturing Manager, Office Manager, Other Administration, Other Manager, Other Supervisor, Owner, Partner, Payroll Officer/Manager, Planning Manager, President, Principal, Project Manager, Property Manager, Proprietor, Purchasing Manager, Quality Assurance Manager, Receptionist, R&D Manager, Sales Manager, Secretary, Teacher, Technical Manager, Telecommunications Manager
Terms & Conditions	<p>List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner.</p> <p>We require a signed copy of our list rental agreement and order form prior to any order being processed.</p> <p>Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.</p>

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