

whoiswhere™

New Zealand's most accurate location-enabled **business database**,* building by building.

Summary

WhoisWhere is a comprehensive database of New Zealand businesses that allows you to reach target markets with precision and enable cost effective direct marketing campaigns.

Product benefits

- Find more customers
- Waste less money on returned mail
- Reduce the cost of customer acquisition
- Improve campaign raise response rates
- Personalise marketing initiatives
- Target specific industry sectors
- Enhance your existing database



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* Everything that happens, happens somewhere. The value is knowing where.

RELEASE NOTES

Overview

Improve the return on your marketing investment with Critchlow and WhoisWhere data. With more than 100,000 businesses in the database that can be segmented by location, industry or business size, finding new customers has never been easier.

Critchlow can profile your existing customers, and using a wide range of selection criteria, help you find more businesses like your best customers. Take the hard work out of finding new clients, and improve campaign response rates.

Drive your marketing campaign to the right customers

Successful marketing campaigns require quality data. Whether it's a telemarketing list, or direct mail, the WhoisWhere business database contains around 100,000 unique records offering unparalleled commercial marketing information.

Take the hard work out of finding new customers by using the wide range of selection criteria to identify your target market with precision.

Current data

All data is physically checked on the street and fully phone verified three times a year, so you can use WhoisWhere data with confidence knowing that businesses that have opened, closed or moved are captured.

Data cleansing

If you already have a customer database, our cleansing service ensures one of your organisation's biggest assets – your client and prospect list – is current and complete. Phone numbers and other information can be added or updated.

How clean is your database?

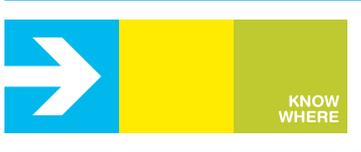
Typical results for a database with 10,000 business records:

60%	exact match
10-20%	match with changes
5-20%	duplicate records
2-10%	closed businesses
10-20%	no match found

Customer data is typically changing at a staggering rate of 2% per month. This can equate to hundreds of misdirected or lost communications each year, wasted



“Every year, over 20% of businesses close, move, change PO Box, merge or change, company name.”



Product features

- 100,000 business records
- Segment by 50 retail product categories
- Geocoded for accurate geographic targeting or use in your GIS system
- Data available for Auckland, Wellington and Christchurch and North Island cities
- Create targeted lists by location, industry and size



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marketing budget, and lost sales opportunities.

WhoisWhere lists are compiled from data that is gathered and maintained three times each year, so the comprehensive update and monitoring service ensures that outdated and incorrect data is replaced with current data, which will significantly increase your campaign effectiveness.

Why WhoisWhere?

It's complete – businesses don't have to pay to be included, which is why the WhoisWhere dataset includes information about every organisation in commercial premises.

It's accurate – business location is validated three times per annum via physical and phone checks. Use WhoisWhere data with confidence knowing businesses that have opened, closed or moved are captured.

It's current – a second-to-none update and monitoring via physical verification assures the currency of WhoisWhere data.

It's spatial – WhoisWhere is the only New Zealand business database which is fully geocoded for easy integration and analysis with your GIS system.

It's flexible – A range of selection criteria – territory, industry, business size – means better targeted and qualified leads and better return on investment.

Data available

For 100,000 businesses in Auckland, Wellington, Christchurch and North Island cities, access any or all of the following information to support your marketing programme:

- Business name
- Address
- Postcode
- Phone number
- Website
- Fax number
- Contact name
- Industry or main activity
- No. of staff

“As a result we have experienced a significant increase in the ‘close’ ratio for our direct marketing activities, while at the same time reducing our cost of sale and time to complete a marketing campaign.”

Director, IT company

Standard Options		Rent (single use)	License (12 months)
Mailing Only – Non Personalised	company name postal address post code	40c	60c
Telemarketing Only – Non Personalised	company name physical address phone number	45c	75c
Mailing Only – Personalised	company name postal address post code contact	60c	90c
Telemarketing Only – Personalised	company name physical address phone number contact	65c	\$1.05
Full Record – Non Personalised	company name physical address postal address w post code phone number fax website industry number of staff	75c	\$1.20
Full Record – Personalised	company name physical address postal address w post code phone number fax website industry number of staff contact name	95c	\$1.50
Updates		N/A	\$1.00

- * Data extraction fee and/or set up fee will apply.
- * Additional records can be appended to all standard data options.
- * Customised data solutions available.
- * See data license agreement for full terms and conditions.