



business contacts and executive managers

decision makers: up-to-date, extensive and qualified

With more than **1.000.000 personalised contacts** from our interfon data base you can reach directly executive managers from **Germany, Austria** and **Switzerland**.

Whether family business, medium-sized companies, general administration or group, **our team of 35 experts qualify** the responsible decision makers in top management and other specialised job functions by

telephone research on a daily basis. This recording lays the foundation of our up-to-date and extensive directories. The possibility to get an insight in the day-to-day research guarantee an effective control and gives us the opportunity to identify market developments at an early stage.

In addition to our **annual qualifications** of the data, **automated routines** and **manual investigations**

observe the master data of our addresses. The knowledge gained in this way helps us to improve continually the quality and efficiency of our research.

Test the interfon decision makers and convince yourself from the actuality and range of our business addresses.

free
test *

* We gladly send you a non-binding selection to test. Just contact us!



CHANGES

- Feedback from monthly checking routines



WEB RESEARCHES

- 40.000 manual researches via www from changes of the master data



DATABASE



RESEARCH BY PHONE

- We carry out more than 150.000 annual research interviews in our own in house call centre



BLOCKED STOCK

- Blacklist of companies which refuse advertising, insolvent businesses and not available companies



CHANGES

- Returns and information from mailings

One-time, annual or purchase for a permanent use

We were able to adapt the various possibilities of usage according to your planned marketing activity. You could **rent the addresses for a one-time use** or in case of a **long term marketing action** you can choose the **annual use**. Here we distinguish between postal address and addresses for telemarketing. You also have the possibility to convert the form of usage afterwards. You could for example change the one-time use into an annual use.

Do you want to **promote your target group permanently** or do you already have an own data base, then we recommend an enrichment of contacts and additional information for permanent use plus purchasing of new potential clients. To evaluate the possible potential in detail, we offer you a free analysis after the test. With the **purchase of our addresses** you receive apart from the complete company name, the address and the contact, all saved communication data.

One-time use per 1.000 addresses

- 235,- € base price address incl. contact person
- 100,- € surcharge for phone numbers
- 25,- € surcharge for selection criteria such as e.g. employee size or industry sector

Annual use per 1.000 addresses

- 550,- € base price address incl. contact person
- 200,- € surcharge for phone numbers
- 25,- € surcharge for selection criteria such as e.g. employee size or industry sector



In addition you get attractive discounts for the reuse of already rented addresses: 20% for the second use and even 30% for the third use.



Net name agreement:	70 %
Minimum order value:	500,- €
Costs for selection (min. 130,- €):	8,- € %
Delivery of the data:	35,- €



To offer permanently qualified, extensive and actual business contacts and executive managers, interfon address qualifies all information like master data, contacts and company features in it's own in house research department. Our know-how stands for more than ten years for quality-oriented and constant data collection.

Trust interfon address for good reasons:

- Our annual update guarantees targeting correct and active business addresses
- The target-group specific selection reduces advertising wastage caused by wrong selection
- Higher response rate due to the direct contact
- Transparent origin of the data by phone

Overview of our decision makers

The basis of our exclusively by phone generated database are **companies** in Germany, Austria and the German-speaking part of Switzerland **with more than 20 employees**.




We generate and update decision makers from the first and second management levels by phone on a daily basis with our in house research department.

During this regular updates we generate valuable **company characteristics** and **expert decision makers in selected industry fields**.

As you can find special areas of activity in the health sector and in agencies and public authorities, we do separate researches for these fields.



Potential of companies of interfon decision makers

Overview ▼	Employees ►		Total	up to 99	from 100		Total	up to 99	from 100		Total	up to 99	from 100
Agriculture, forestry, commodities			1.670	1426	244		159	137	22		158	135	23
Industry and manufacturing			36.769	24.666	12.103		3.346	2.521	825		3.304	2.628	676
Energy			2.538	1.637	901		175	124	51		202	147	55
Handcraft			14.647	12.845	1.802		2.688	2.378	310		2.137	1.868	269
Commerce			28.016	22.456	5.560		3.745	3.026	719		2.379	1.954	425
IT / Telecommunications			6.015	4.147	1.868		375	286	89		568	439	129
Transport and Logistics			5.979	4.204	1.775		679	546	133		477	349	128
Bank and Insurance			3.327	1.497	1.830		586	405	181		444	297	147
Service			26.764	18.863	7.901		3.628	2.951	677		3.626	2.902	724
Public sector			2.278	777	1.501		148	85	63		136	82	54
Health and education			9.932	4.303	5.629		647	374	273		1.013	612	401
Total			137.935	96.821	41.114		16.176	12.833	3.343		14.444	11.413	3.031



Please ask for a complete classification of industry sectors (like NACE, ISIC, WZ 2008) or turn to Page 10.




selection criteria

Thanks to the large number of validated data and collected characteristics you can **segment your target group directly**. Also you can include or exclude the „personal union“ to reach decision makers with a large area of responsibility. We can also supply these characteristics.

Select for example:

- industry sector (WZ-Code or keyword)
- company size band or exact inform.)
- annual turnover (as known)
- communications data (phone or fax number, email- or web address)
- legal form or corporate form
- headquarters or establishments
- function/ characteristic available (for example warehouse or fleet of cars)
- personal union
- regional limitations (zip code areas, radius)
- or number of inhabitants)
- Nielsen areas

Decision makers

Job function			
HR / Human Resources	97.092	12.659	11.072
Employee representative com.	23.148	■	■
CFO / Head of Accounting	79.351	10.561	9.243
Head of purchasing department	73.116	8.582	6.478
Executive Assistant / Secretary	64.067	8.470	6.434
CMO / Marketing manager	66.658	8.534	7.185
Sales manager	54.735	6.737	5.085
CIO / Head of IT	62.105	7.368	6.278
Production manager	60.945	7.597	6.543
Safety representatives	49.418	8.524	6.748
Head of Transportation/ Logistics	29.792	3.784	3.294
Warehouse manager	29.198	3.799	2.862
Apprenticing companies	80.614	9.946	10.326
CEO	94.167	5.430	4.769

Company information and expert decision makers*

Job function	
Training Manager NEW	4.245
Energy Officer	3.140
Facility Manager	4.065
Fire protection officer	4.442
Head of Engineering	13.800
Head of Environmental Protection	3.468
Head of Research a. Development	2.937
Fleet Manager	7.861
Head of Import / Export	3.702
Head of Quality Management	9.295
Head of Product Management	2.013
Data Security Officer	26.656
Health Manager	1.288

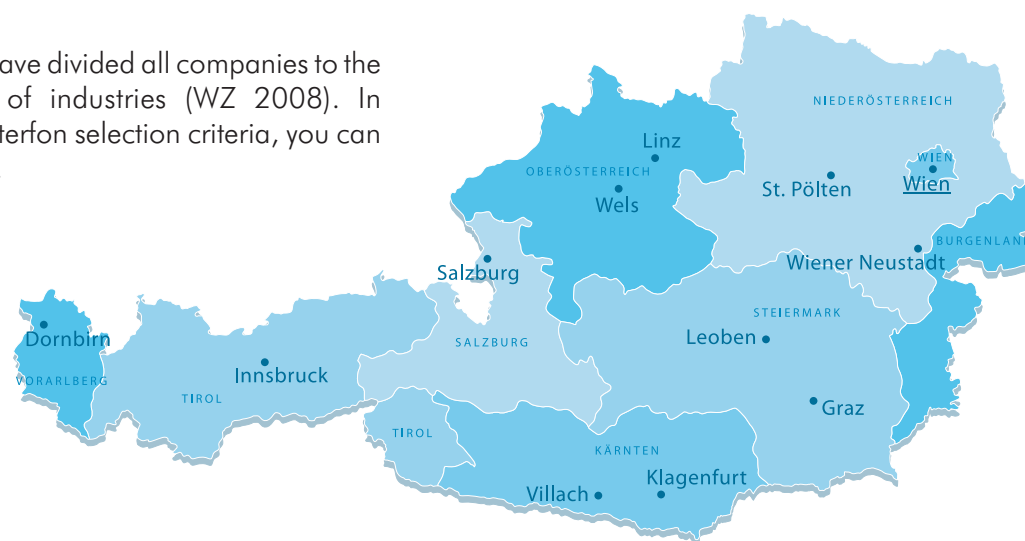
Job function	
Responsible for donation	18.719
Head of Compliance	811
Head of Controlling	3.635
Head of salary / wage	37.183
Head of Law	32.782
Press officer	2.903
Comp. with establishments around	2.068
Internat. / English-speaking	26.404
Comp.with participation in fairs	22.117
Comp. with field services	29.001
Comp. with job vacancies	40.972
Branded companies	15.203
Customer focus B2B/ B2C	53.922

*All company characteristics and expert decision makers were only qualified for Germany.

interfon decision makers in Austria

interfon address determine also in the **nine federal states of Austria** decision makers from the first and second level of management. From **the complete academical degree, the regional spelling to the door number, our research-team** pays attention to the fine details during address capture.

For easier handling we have divided all companies to the German classification of industries (WZ 2008). In addition to the known interfon selection criteria, you can also select transnational.



Overview

Job function ▼	Employees ►	Total	up to 49	50 - 99	100 - 249	250 - 499	from 500
HR / Human Resources		12.003	6.994	2.298	1.645	597	469
CFO / Head of Accounting		10.053	5.495	1.988	1.549	567	454
Head of purchasing department		8.179	4.248	1.666	1.364	504	397
Executive Assistant / Secretary		8.067	4.111	1.632	1.333	548	443
CMO / Marketing manager		8.202	4.282	1.687	1.330	499	404
Sales manager		6.451	3.425	1.315	1.054	382	275
CIO / Head of IT		8.067	4.111	1.632	1.333	548	443
Production manager		7.259	3.966	1.487	1.099	416	291
Safety representatives		3.632	1.507	755	812	323	235
Head of Transportation/ Logistics		3.667	1.550	796	805	301	215
Warehouse manager		4.443	2.391	937	686	254	175
Apprenticing companies		8.201	4.239	1.686	1.332	517	427
CEO		9.541	4.909	1.969	1.556	611	496
		97.765	51.228	19.848	15.898	6.067	4.724

17.053 companies in Austria

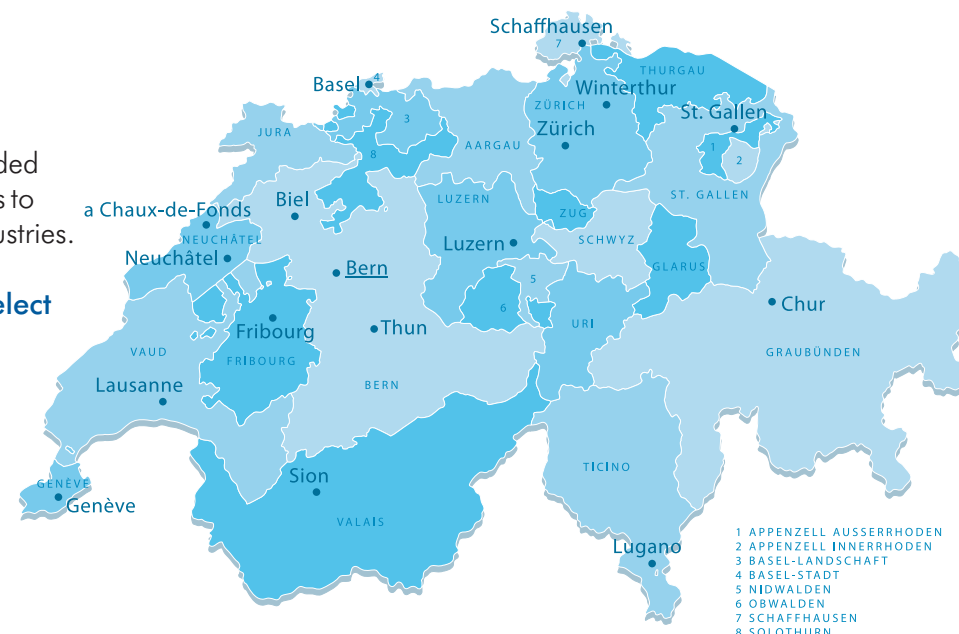
- 13.537 thereof with up to 99 employees
- 3.516 more than 100 employees
- 17.053 with phone number
- 10.627 with fax number
- 9.780 with email* / www
- 16.245 with identified business size selectable by industry code

* without OPT-IN

interfon decision makers in Switzerland

interfon adress qualifies the first and second level of management **also in the German-speaking cantons of Switzerland**. The basis of our data are companies with more than 20 employees. We take into consideration the regional particularities as for the neighbouring country Austria.

For easier handling we have divided also in Switzerland all companies to the German classification of industries. In addition to the known interfon selection criteria, you can also **select transnational**.



Overview

Job function ▼	Employees ►	Total	up to 49	50 - 99	100 - 249	250 - 499	from 500
HR / Human Resources		10.503	6.132	1.999	1.568	474	330
CFO / Head of Accounting		8.840	4.934	1.729	1.437	435	305
Head of purchasing department		6.252	3.247	1.327	1.091	348	239
Executive Assistant / Secretary		6.177	3.185	1.228	1.079	403	282
CMO / Marketing manager		6.916	3.611	1.443	1.196	389	277
Sales manager		4.883	2.642	1.070	811	225	135
CIO / Head of IT		6.049	2.832	1.343	1.222	390	262
Production manager		6.270	3.497	1.283	1.004	297	189
Safety representatives		3.176	1.351	733	701	243	148
Head of Transportation/ Logistics		2.772	1.196	639	621	200	116
Warehouse manager		4.705	2.588	1.001	733	237	146
Apprenticing companies		6.536	3.231	1.411	1.222	404	268
CEO		9.954	5.160	2.059	1.773	556	406
		83.033	43.606	17.265	14.458	4.601	3.103

15.151 companies in Switzerland

- 12.018 thereof with up to 99 employees
- 3.134 more than 100 employees
- 15.151 with phone number
- 10.888 with fax number
- 11.581 with email* / www
- 14.418 with identified business size selectable by industry code



without OPT-IN

interfon decision makers in public authorities and administrations

The interfon database of public authorities and administrations offers the possibility to reach more than 92.000 contacts in the public sector.

In more than **6.500 municipal administrations** and **5.000 regional government- and federal authorities** interfon records more than 17 different decision makers.

Already during the qualification the public administration will be assigned to a group. Therefore cities, local and municipal administrations and their regional offices could be differentiated to avoid multiple sendings. Similarly government- and federal authorities and further institutions could be selected.



Overview

Job function ▼	Cities*	Region / community*	Branch offices*	Authority**	municipal comp.**
1st. and 2nd Mayor* / Director**	2.888	6.501	976	4.920	990
Assistent Mayor* / Director**	1.446	2.454	108	1.971	611
Head of main office	1.252	2.705	194	■	■
Head of public order office	1.289	2.356	175	■	■
Head of Finance/ chamberlain	1.365	2.800	198	■	■
Head of construction	1.316	2.696	167	■	■
Head of constr. above / below ground*	1.867	2.821	209	■	■
Staff council chairman	947	979	73	1.678	498
Press officer	998	1.428	77	1.746	164
CHRO / Human Resources Manager	1.256	2.237	154	1.976	531
CIO/ Head of IT	1.121	1.721	137	1.598	498
Head of purchase / administration	858	1.134	88	1.736	495
Head of Law	■	■	■	760	164
Head of allocation construction / service*	135	412	0	746	■

*/ ** Multiple approaches



At a glance

- 1.717** Cities
- 2.061** Communities
- 2.343** Local Regions
- 682** Branch offices
- 503** Federal authorities
- 2.834** Regional government
- 277** other public institutions
- 1.263** Municipal companies
- 275** district and state administration



Industry Overview

The right choice of industries reduces advertising wastage and costs, because just your target group will be selected. The classification of industries (WZ-Code) is the most popular method to include or exclude branches. The following overview presents two of five possible levels of the classification.

Agriculture and Forestry / raw materials: agriculture (011 - 013), animal production (014), mixed farming (015), support activities to agriculture and post-harvest crop activities (016), hunting, trapping and related service activities (017), forestry and logging (02), fishing and aquaculture (03), mining of coal and lignite (05), extraction of crude petroleum and natural gas (06), mining of metal ores (07), Extraction of stones and earth, other mining (08), Provision of services for mining and quarrying

Manufacturing: manufacture of food products (10), beverages (11), tobacco (12), textiles (13), wearing apparel (14), leather a. related products (15), products of wood a. cork (16), paper prod. (17), printing (18), reproduction of recorded media (182), chemicals (20), basic pharmaceutical products a. pharmaceutical preparations (21), rubber a. plastic products (22), glass-, ceramic- a. stone products (23), basic metals (24), fabricated metal products (25), computer, electronic a. optical prod. (26), computer, electronic a. optical prod. (27), machinery a. equipment n.e.c. (28), motor vehicles, trailers a. semi-trailers (29), other transport equipment (30), furniture (31), other manufacturing like jewellery, bijouterie (32), repair / installation of machinery a. equipment (33)

Electricity, gas, steam and air conditioning supply: electricity and gas (35), water collection, treatment and supply (36), sewerage (37), waste industry (38), remediation activities (39)

Construction: constr. of buildings (41), civil engineering (42), specialised constr. activities (43)

Trade: trade a. repair of motor vehicles a. motorcycles (45), wholesale trade (46), retail trade (47)

Information and communication: publishing activities (58), motion picture, video a. television programme production, sound a. music publishing activities (59), radio (60), telecommunication (61), computer programming, consultancy (62), information service activities (63)

Traffic, transport and logistics: land transport and via pipelines (49), water transport (50), air transport (51), warehousing a. support activities for transportation (52), postal a. courier (53)

Banks and insurance companies: financial service activities (64), insurance, reinsurance (65), activities auxiliary to financial services (66)

Service sector: hotels and similar accommodation (55), food and beverage service activities (56), real estate activities (68), legal and accounting activities (69), activities of head offices; management consultancy activities (70), architectural and engineering activities; technical testing and analysis (71), scientific research and development (72), advertising and market research (73), other professional, scientific and technical activities (74), veterinary activities (75), rental and leasing activities (77), employment activities (78), travel agency, tour operator (79), security and investigation activities (80), services to buildings and landscape activities (81), office administrative, office support and other business support activities (82), creative, arts and entertainment activities (90), libraries, archives, museums and other cultural activities (91), gambling and betting activities (92), repair of computers and personal and household goods (95), other personal service activities (96, 98)

Public sector: public administration and defence; compulsory social security (84), activities of extraterritorial organisations and bodies (99)

Health and education sector: nursery schools and schools (85), human health activities (86), residential care activities (87), social work activities (88)

interfon adress

Gesellschaft für AdressenResearch mbH

interfon adress
Gesellschaft für AdressenResearch mbH
Leisewitzstr. 26
30175 Hannover
Germany

detailed consultation

Phone: +49 (0) 511 / 606 7777 0
Fax: +49 (0) 511 / 606 7777 1
E-Mail: info@interfon-adress.de
Web: www.interfon-adress.de



Member of german dialog
association



MARKETING CLUB
HANNOVER