Sales Optimizer

Lead generation, market analysis and business intelligence bundled into one unique tool.

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SalesOptimizer

Sell more using smart data

Avoid focusing your marketing and sales efforts on companies that no longer exist or are of no interest. With SalesOptimizer's quality prospect lists, you can be sure that you are investing your precious time in valuable and creditworthy leads. At CreditDevice, that's what we call smart business.

- Access to company data of all companies in the Netherlands

- Monitoring of customers, leads and prospects

- Direct link to the CreditDevice credit information module

- Access to card data of all companies in the Netherlands

- Clean up your data using data cleansing

- Traditional market selection based on filters

- Intelligent market selection based on own customer data Integration with Google Maps

SalesOptimizer is a unique marketing tool for savvy entrepreneurs, who like to do business efficiently and effectively. There are more than 2.9 million actively registered companies in the Netherlands alone. How do you know which company is interesting as a potential customer? And do you have the right contact details? With SalesOptimizer, you quickly and easily filter for interesting and financially sound leads.

Get more insight into your prospects and customers

SalesOptimizer is linked to CreditDevice's corporate database, which we update daily. We combine the data with marketing and analytical capabilities. This gives you an instant overview of which prospects are most interesting to you and which companies are active.

With the search function in SalesOptimizer, you can easily and quickly find information on individual companies in the Netherlands and Belgium. This way, you immediately have all the basic data on your client or prospect at hand.

Immediately all the information you need

By linking to our financial database, SalesOptimizer provides you with all the important basic information. Think of:

- General company information, company or trade name, address details and incorporation date
- Registration numbers (Chamber of Commerce and VAT number)
- Number of employees
- Sales data
- Fundamental financial data 'Traffic light' with risk level
- Shareholders
- Real estate
- Cardata

Increase your sales
Quality leads will help you increase your sales and grow your business. Engage effectively with targeted marketing campaigns. Tune your marketing campaigns carefully to the addresses you download with SalesOptimizer. And undertake targeted sales actions that match the needs of the target group. That way, you will automatically increase your company's turnover.

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Filter your target audiences

With SalesOptimizer, you carefully select the target group that is of interest to you. By segmenting the target group, you avoid downloading prospect lists you can do nothing with. You carefully demarcate your target group for a qualitative result with the highest chance of success. You can filter by, among other things:

- Risk group
- Industry
- Postal code
- Region
- Province
- Number of employees
- Distance
- Age
- Founding date
- Legal form
- Province
- Other

Refine your selections with additional financial filters

- Group turnover
- Turnover
- Operating profit
- Equity
- Balance
- Solvency ratio
- Liquidity ratios

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Search companies   **Marktselection**   Analysis   Datacleansing   Support

Market selection

Filter

View list

View map

Export

Reset

Customer list import

Cross check

Favorites

Help

Customers

Total	Target audience	Coverage
926	432	47%

Data quality

Prospects

Prio 1	Prio 2	Prio 3
7.496	982	127

Calculate priority

Step	Method	Parameter	Value	Coverage	Customers	Prospects	Audience
1	Reduce	Klant match bij Registratienr.	Excluded	100,0%	926	2.870.274	2.871.200
2	Reduce	Employees	Includes	52,7%	488	21.174	21.266
3	Reduce	Age	Includes	49,5%	458	15.933	16.391
4	Reduce	Legal form	Includes	47,0%	435	13.840	14.275
5	Reduce	SBI industry code	Includes	46,7%	432	8.605	9.037

Distribution map

Find prospects similar to your best customers

Who wouldn't want that: to find new buyers who are as good a match for you as your best customers? You can achieve this with the help of our artificial intelligence. By reading your customer database into SalesOptimizer, you find companies that share similar characteristics in terms of number of employees, industry or turnover data. The list of potential 'new best customers' is prioritised based on hit rate.

Prospects with the highest hit rate have the most similarities to your existing customers.

Calculating the hit rate takes only 3 to 5 seconds.

The hit rate indicates the expectation for the number of conversions within the target audience based on your current customer base.

Literally map customers and prospects

With the Maps function, you discover patterns in customers, markets and market penetration. You also see immediately in which region or place your market potential is located.

- Select prospects and customers: all branches in the Netherlands and Belgium appear directly on the screen.
- With the radius function you can determine how many kilometres your prospects are located within.

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ABC Analysis

With the ABC analysis, you define A, B and C customers based on turnover. You then get an extensive analysis at segment level: you see how many customers you have per segment, what the turnover is per group, where the customers are located, etc. This analysis serves as an interpretation of your customer base and can be used as a basis for your growth strategy or market approach.
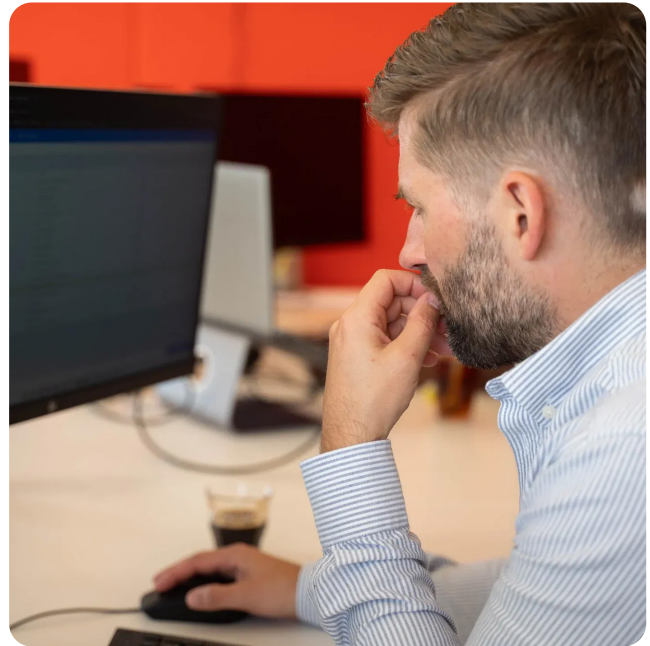
Customer analysis

With a customer analysis, you know even better where the risks and opportunities are. It will give you the following:

- Insight into the quality of your customer base, e.g. bankrupt or duplicate customers.
- Analysis based on number of employees, region, age, legal form, etc.
- Understanding the risk level: which customers have a high/medium/low risk of non-payment?
- Analysis based on financial data and customers.
- Analysis by industry: how are you represented in which industries?

Monitoring

Retrieve data via your own system

Manually or automatically request prospect data from CreditDevice, simply from your own system or intranet? That's possible with our web service. This allows you to monitor or change your database of customers and prospects on a daily basis. Thanks to the link with our financial database, you can keep a constant eye on the creditworthiness of your customer database. Monitoring checks whether the data is still up-to-date 24/7. Important changes, such as a move, acquisition or bankruptcy, are implemented immediately. You are notified of important changes so you can take action where necessary.

Clean and updated data

Datacleansing

Companies collect data. A lot of data. But how do you prevent a contaminated database? Data cleansing completely cleans up your valuable database of customer and prospect data. So the sales and marketing departments can always blindly rely on complete and correct data. After all, your database is always up-to-date.

Data opschonen

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Insight into the business fleet

Cardata or fleet data provides accurate insight into all passenger cars, vans, trucks and trailers driven by Dutch companies. Why cardata? And what is the added value of this data? Commercial vehicles give more insight into a company's assets. Especially for small companies such as handymen, plasterers and transport companies, company cars are often their biggest and most expensive purchases. In addition, the vehicle fleet shows a clear trend of a company's greening and development.

Wagenpark

Segment	Auto	Bedrijfsauto	Vrachtwagen	Aanhangwagen	Overige	Totaal
0 t/m 3 jaar	39	6	0	1	1	47
4 t/m 6 jaar	33	7	0	0	1	41
7 t/m 10 jaar	1	0	0	0	0	1
11 jaar en ouder	7	0	0	0	4	11
Totaal	80	13	0	1	6	100
Cataloguswaarde	1.809.612	436.065	0	7.960	81.990	2.335.627
Dagwaarde	893.204	213.695	0	4.856	12.673	1.124.428
Gemiddelde cataloguswaarde	22.620	33.543	0	7.960	13.665	23.356
Gemiddelde dagwaarde	11.165	16.438	0	4.856	2.112	11.244
VOLKSWAGEN	13	3	0	0	0	16
OPEL	9	2	0	0	0	11
FORD	7	3	0	0	0	10
PEUGEOT	6	2	0	0	0	8
RENAULT	6	1	0	0	0	7
Overige merken	39	2	0	1	6	48

SMEs and large enterprises

The Dutch commercial vehicle fleet comprises more than 1.6 million vehicles, distributed among around 400,000 companies in the SME and large enterprise sectors. Of all these, the 1,000 largest companies have a combined fleet of over 285,000 vehicles.

Add-ons

Gain insight with web crawling

One way to gain more insight into all businesses in the Netherlands is data enrichment via web crawling. Web crawling involves methodically and automatically browsing the internet via a web crawler (or spider). Our database is then enriched with the relevant data obtained in this way. You can compare it with advanced Google search, but combined with our structured data. Your customers' websites are an important research source here. This is because it shows in detail what their activities entail. This is important marketing information for your company, as it allows you to offer the desired products in a more targeted way.

Prevent unpaid invoices with credit information

Increase your precision. Save time and money. Minimise risks. And predict business risks with CreditDevice's credit checks. By linking directly to our credit information database, you have insight into the creditworthiness of your lead, prospect or customer at a glance. Want a complete picture? Then download a comprehensive credit report directly from the tool.

Belgian data also available

Of course, we offer you access to information on all Dutch companies. Regardless of your subscription, you also have access to basic information on more than 1.5 million Belgian companies. Would you also like to be able to download Belgian prospects and have access to all Belgian data? Check out the possibilities in the price table.

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Features per pakket

FEATURES	DOWNLOAD	BUSINESS	PRO	ENTERPRISE
	€ 1.799/YEAR	€ 2.999/YEAR	€ 4.999/YEAR	REQUEST
Information on 3 million Dutch companies	✓	✓	✓	✓
Financial data (3 years)		✓	✓	✓
Full financial data (3 years)				✓
Parent company, owner and management		✓	✓	✓
Group structure			✓	✓
Fleet			✓	✓
Risk classification		✓	✓	✓
Real estate			✓	✓
Quick search on companies and drivers	✓	✓	✓	✓
Branch overview		✓	✓	✓
Adjust currency financial data		✓	✓	✓
Comparing companies		✓	✓	✓
Google maps, street view, satellite	✓	✓	✓	✓
Download credit reports	✓	✓	✓	✓
Search and filter on 15 different criteria	✓	✓		
Search and filter on 30 different criteria			✓	✓
Prospects prioritisation (AI)		✓	✓	✓
Look-a-like prospects based on customer (DNA)		✓	✓	✓
View and download customer and prospect list		✓	✓	✓
View location and distribution maps	✓	✓	✓	✓
Number of downloads (per year)	10.000	10.000	25.000	More than 25.000
View company profiles	Infinite	Infiinite	Infinite	Infinite
Customer and market analysis		✓	✓	✓
Datacleaning gezondheidscontrole	✓	✓	✓	✓
Unlimited number of users	✓	✓	✓	✓
Datacleaning records	250	1.000	2.500	Onbeperkt

Add-ons

Data cleansing downloads (price per 5,000 companies)	€ 500	€ 500	€ 500	Included
View additional cardata	€ 350	€ 350	Included	Included
Fleet data downloads	€ 799	€ 799	€ 1.999	On request
PDF Credit Report (price per report)	€ 9,50	€ 9,50	€ 9,50	€ 9,50
Standard WEB API	€ 500	€ 500	€ 500	€ 500
Comprehensive Belgian company information	€ 395	€ 995	€ 1995	On request
Webscraping	On request	On request	On request	On request

Try it now

Try SalesOptimizer 7 days for free or request a quote immediately!

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