

· · · RetailSonar



DATA PACKS

Target companies B2B

Get access to your own custom made database of most relevant companies to target within your B2B segment. Prioritize prospects with the highest expected chance of success.

With this data pack...



You can easily explore new **international markets**. Where and how big is my **obtainable B2B potential**?



Use these insights for **hyper targeted segmented marketing campaigns**. Send the right message to the right audience, at the right locations.



Align your **category management** to the local environment and **increase the performance** of your locations.

Tailor made for...



Retail marketing



Data analysts



International M&A
for retailers

Available in...

Belgium and France

Detailed information

This database contains information about all relevant B2B segments. You can find a general overview of all main segments below. In total the database consists of **more than 600 subsegments**.

For each bought segment, you'll receive a **list of all companies**, including addresses, size and other relevant company characteristics.

Next; we can also help you to connect this database with your own CRM & sales data. This way, you can **detect your "top prospects"** to focus on, via either outbound sales or marketing campaigns.

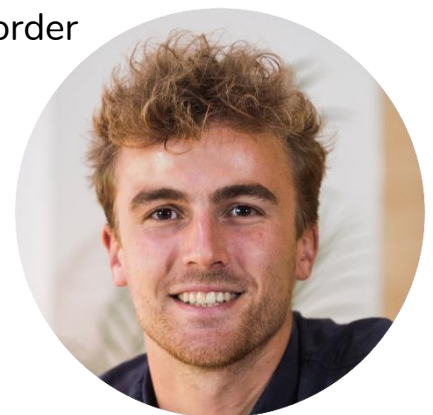
Main segments	Companies in Belgium	Companies in France
A. Agriculture, forestry and fisheries	50.523	819.502
C. Industry	54.379	534.662
FA. Project developers	26.98	147.81
FB. Construction work	107.836	803.997
GA. Garages & maintenance	26.295	196.791
GB. Wholesale	59.826	346.344
GC. Retail	97.635	1.043.372
H. Transport and storage	27.217	439.023
IA. Hospitality (Accommodation)	5.12	105.18
IB. Catering industry	57.63	373.465
J. Information and communication	17.88	136.384
JA. Software companies	31.083	154.408
K. Financial activities and insurance	26.592	376.081
LA. Real Estate Operation	31.057	2.851.505
M. Liberal professions and scientific and technical activities	23.305	199.072
MA. Law and accounting	39.498	140.877

MB. Consultancy firms	62.593	525.532
MC. Architects and Engineers	34.368	153.334
MD. Advertising and market research	11.877	43.339
ME. Veterinary Services	5.037	15.147
N. Administrative and support services	62.397	648.708
P. Education	21.713	363.799
Q.A. Human health care	50.612	593.635
QB. Social services	6.484	155.814
R. Arts, Entertainment and Recreation	37.572	658.494
S. Other services	74.823	1.074.862
Grand Total	1.050.332	12.901.137

Would you like more information?

We are always happy to help! Please contact us in order to get more information by simply sending an email to lucas.bossaert@retailsonar.com or by clicking the button below.

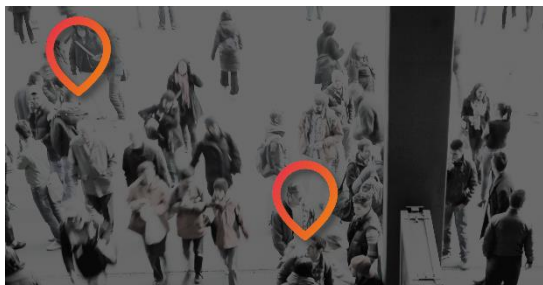
Get in touch!




Lucas Bossaert,
Senior Geomarketing Consultant

Interested in our other data packs?

TARGET AUDIENCES B2C

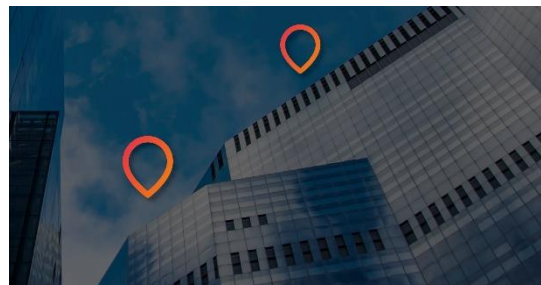


A complete overview of all your relevant B2C target audiences.


 Marketing, data analysis, M&A

 [More information!](#)

TARGET COMPANIES B2B

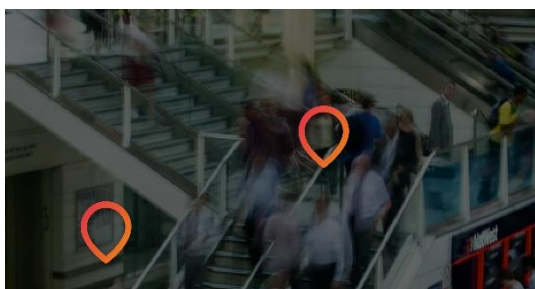


Access to a database of all your top prospects within B2B segments.


 Marketing, data analysis, M&A

 [More information!](#)

LOCAL ACTIVITY DATA

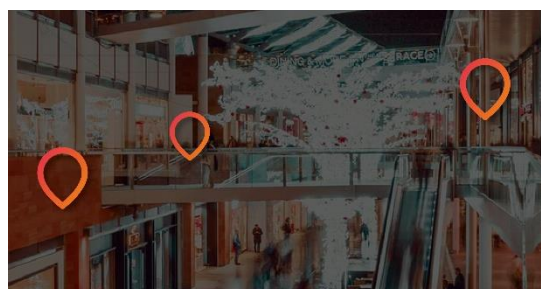


Relevant micro-data on footfall, car passage, points of interests & more.


 Retail, real estate, government

 [More information!](#)

RETAIL LOCATION DATABASE

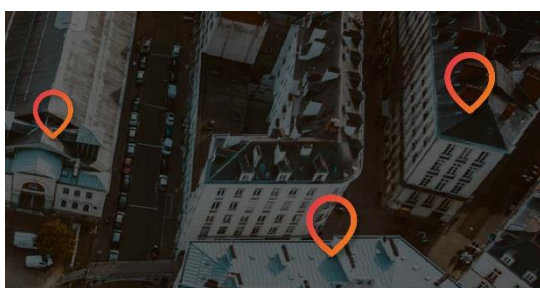


A 100% up to date overview of all relevant retail locations and surfaces.

 Consultancy, retail, real estate, government

 [More information!](#)

MARKET STUDY - LOCATION

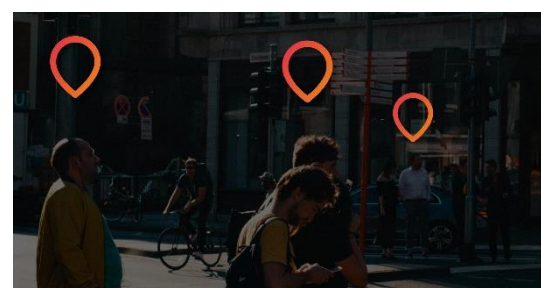


How much retail potential is there for a new or an existing location?

 Retail, franchise, investors

 [More information!](#)

VISITOR MONITORING



Mobile data sources to understand the behavior of your customers.

 Retail, real estate, government

 [More information!](#)

RetailSonar, much more than data!

These data packs are just the tip of the ice berg and form a small part of our main solution. We optimize your location strategy and can predict of each decision with 90% accuracy. Let's maximize the ROI of your sales network in these 3 domains!



Location planning

Close, open, move or transform your locations



Location performance

Take the right action for each location.

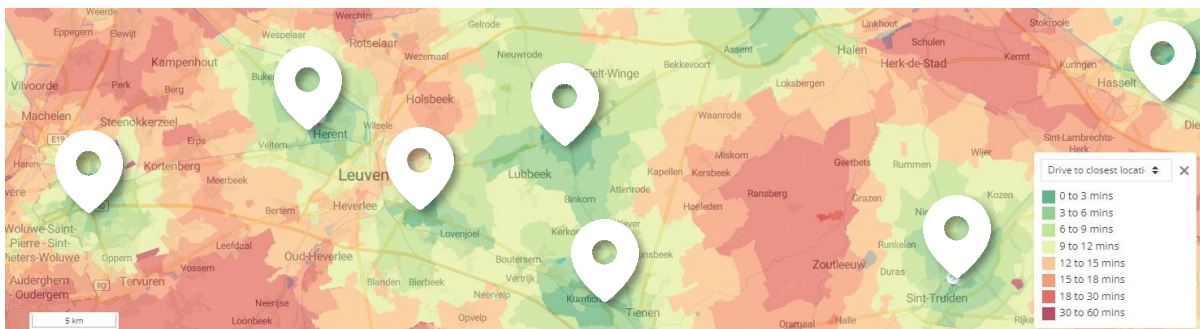


Marketing efforts

Well aimed marketing actions per location

RetailSonar platform: win time with data-driven decisions

Our RetailSonar platform is the ultimate tool to simulate all your location decisions. Test, try and see the immediate impact on your locations, sales figures and competitors. Share your results with the right colleagues & stakeholders.



European market leader: + 200 active customers

RetailSonar is active in 15+ European countries, has 200+ active customers and 45+ employees. Come and meet us in our offices in Ghent, Utrecht or Paris!



+200 more

[Read our customer cases](#)