



B2B : How to enrich your data and better prospect thanks to AI?



BECCOMMERCE AWARDS 2017  
WINNER INNOVATION AWARD



**Who is your biggest  
competitor?**



# Internal data

## Meaning :

1. Qualitative data
2. Vision : What are you looking for?
3. Target : What do you consider as successful?
4. People : tough to hire, expensive and difficult to feed
5. Long Go-to-Market



# Work with external data

## Meaning :

1. Use and test developed technologies
2. Reduced fixed costs (people & IT)
3. Easy pivot if necessary
4. Rapid Go-to-Market
5. If it works : you have your VISION





# Mission statement

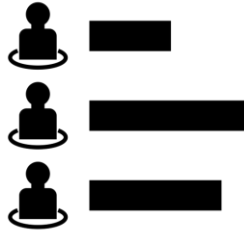
**“Inoopa detects companies activities and provides competitive insights to better prospect or to enrich internal data”.**

# Key Features



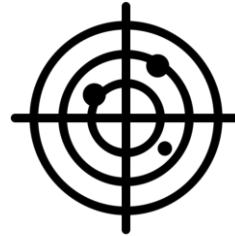
Activity

Detection



Specific

Keywords



Identification of

Competitors



More than 130

Insights

# Case 1 Reports

Personalized marketing plan with  
Call-To-Action to services provided by our  
client

1

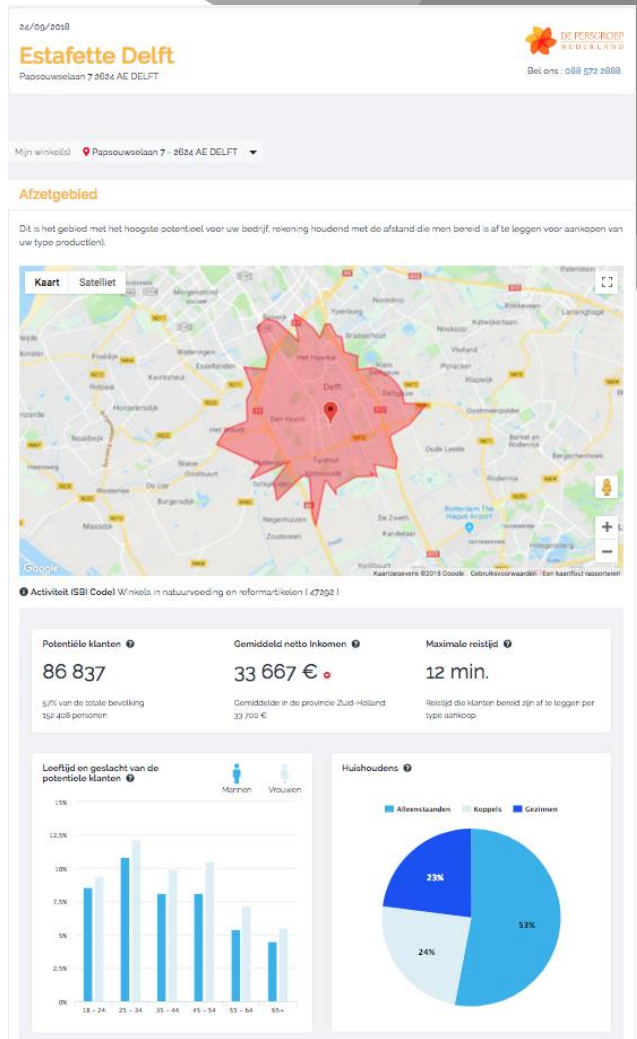
We identify the catchment area  
for a company based on our  
activity model

2

Potential clients - average  
revenues - travel time

3

Socio-demographics groups





# Case 1

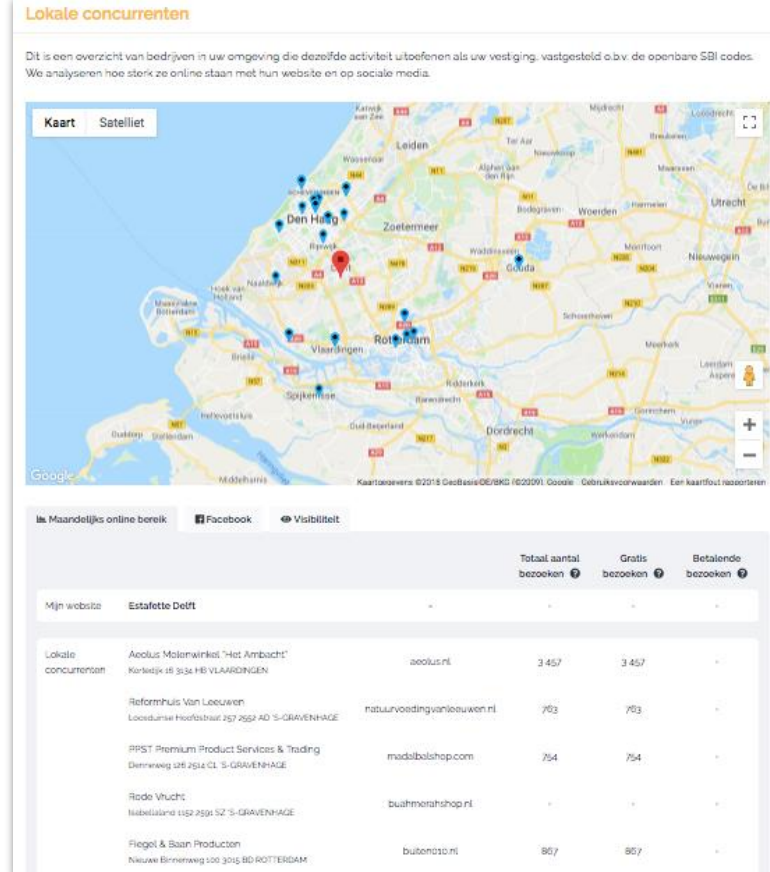
## Reports

1

Geo-location of local competitors

2

Detailed info about the competitors : finance, website, social media, e-commerce, ...



# Case 1

## Reports

1

We personalize catchment areas with distribution zones of companies

2

Modeling of data

3

Call-to-action to services

### Onze media in uw afzetgebied

Op basis van de postcodes in uw afzetgebied, vindt u hier een overzicht van onze online en offline media die voor uw communicatie in dit gebied beschikbaar zijn.



Medium	Oplage/bereik	Key facts
Delfse Post (14)	66 000	<b>Huis aan huis (HAH)</b>  De Persgroep is marktleider in Nederland en realiseert met de huis-aan-huiskranten wekelijks ruim 5 miljoen contacten. Lezers hebben een sterke interesse in lokaal en wijknieuws. De huis-aan-huiskranten worden wekelijks aandachtig gelezen en daarbij worden ook de advertenties goed gewaardeerd. <ul style="list-style-type: none"><li>8,3 miljoen Nederlanders (62%) lezen wekelijks een HAH-krant</li><li>(hyper)lokaal bereik 60% boodschappers en huishoudens met kinderen</li><li>Ruim 50% van de lezers onderneemt actie naar aanleiding van advertenties in een huis-aan-huiskrant.</li><li>75% van de lezers toont interesse in lokale advertenties</li></ul>
Indebuurt OELFT (12)	40 400	
Groot Nieuw (1)	18 200	
Groot Westland (1)	43 500	
Online display advertising (10)	budgetafhankelijk	<b>In de buurt (IDB)</b>  <b>Online Display Advertising (ODA)</b>

### De Persgroep, uw partner voor de effectiviteit van uw boodschap

Bereken de prijs voor uw campagne met meerdere plaatsingen

Bereken

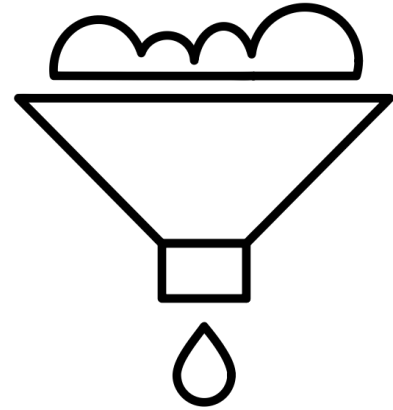
Is huis-aan-huisreclame een goede oplossing voor uw zaak? Onze experts staan voor u klaar.

Laat u opbellen

# Case 2

## Data queries

Filters based on activities or keywords to provide competitive insights



# Case 2

## Data queries

### 1. Search

Activity Detection

Keywords (ex: “sustainable”)

Others (ex: TO)

List of companies

### Listing

Correction

Prospection

### Competitive Insights

Benchmark

Enrichment

 Marketing

 Finance

 IT

 e-Commerce

 Retail

# Example 1

We delivered keywords in 3 languages to determine what members do.

EntityID	EntityName	Website	VAT	# keywords	EN Keywords	FR Keywords	NL Keywords
97	Bekaert, NV-SA	<a href="http://www.bekaert.com">www.bekaert.com</a>	645654071	18	['fact sheet generat	['production de tôle	['fact sheet generato
163	Victor Buyck Steel Cons	<a href="http://www.victorbuyck.be">www.victorbuyck.be</a>	437365179	4	['steel construction',	['construction métal	['staalconstructie', 'me
166	Câbleries Namuroises, S	<a href="http://www.cabnam.be">www.cabnam.be</a>	401377090	7	['stainless steel wire	['câbles en acier inc	['roestvrij staaldraad',
251	Crosby Europe, NV	<a href="http://www.thecrosbygroup.com">www.thecrosbygroup.com</a>	400833296	5	['rigging and lifting i	['industrie du gréem	['rigging and lifting in
375	Duroc, NV	<a href="http://www.duroc.be">www.duroc.be</a>	403998664	5	['corrosion protectio	['protection contre la	['corrosiebescherming
423	Coatinc Ninove, NV	<a href="http://www.coatinc.com">www.coatinc.com</a>	423584152	5	['metal processing in	['industrie de transf	['metaalverwerkende
509	Gondrexon Industrie, N	<a href="http://www.gondrexon.com">www.gondrexon.com</a>	452821140	5	['metal fabrics', 'stai	['toiles métalliques',	['metaalweefsels', 'ro
519	Société Nouvelle Haina	<a href="http://www.hainaut-carlier.be">www.hainaut-carlier.be</a>	450421775	6	['spares parts for ag	['pièces détachées	['reserveonderdelen v
727	Mustad Belgium, AG	<a href="http://www.mustad.be">www.mustad.be</a>	421358595	7	['bar turning and mi	['décolletage et frai	['staafdraaien en frez
1023	Vento, NV	<a href="http://www.vento.be">www.vento.be</a>	400070263	8	['flanges for rectang	['brides pour gaines	['flenzen voor rechtho
1075	Vergalle, NV	<a href="http://www.vergalle.be">www.vergalle.be</a>	436265517	5	['large stock of stan	['stock important de	['grote voorraad stan
1076	Airkan, NV	<a href="http://www.airkan.be">www.airkan.be</a>	423001459	10	['ventilation ducts',	['conduits de ventil	['ventilatiekanalen', 'n
1156	Polyvision, NV	<a href="http://www.polyvision.com">www.polyvision.com</a>	426451194	5	['whiteboard surface	['entretien des surfa	['whiteboard oppervla
1405	Sanha Fittings, BVBA	<a href="http://www.sanha.com">www.sanha.com</a>	434581477	9	['stainless steel niro	['acier inoxydable n	['roestvrij staal nirothe
1465	Melotte, NV	<a href="http://www.melotte.be">www.melotte.be</a>	866755277	13	['high precision mar	['reportage de fabri	['high precision manu

# Example 2

BTW	Sector	Website	ecommerce_scor	Adwords Cost	Order	isResponsive	numPages	country_1	country_1_sh	country_1_vis	country_2	country_2_sh	country_2_vis	country_3	country_3_sh	country_3_vis
417038137	Distribution	https://www.troostwijk	58	245	1092364	1	8250	NL	28.51 %	572056	BE	27.8 %	557722	FR	7.08 %	141950
525717531	Manufacture	http://theshowbizsho	35	0	217	1	8	BE	100.0 %	127						
404668162	Manufacture	http://www.amusemen	53	30	54654	1	150	BE	70.99 %	24388	TR	11.42 %	3924	NL	6.69 %	2300
418149875	Distribution	http://www.vanhie.be	52	65	5658	1	222	BE	77.37 %	12261	NL	12.11 %	1919	FR	5.5 %	871
422406096	Distribution	http://www.diffusion-nc	47	0	718		65	BE	74.61 %	2476	FR	25.39 %	843			
417979037	Manufacture	http://www.ludorama.b	42	0	2572	1	1	BE	90.72 %	1605	FR	9.28 %	164			
413831989	B2C Services	http://www.legendsbike	42	0	6348	1	0	BE	65.89 %	2072	FR	34.11 %	1072			
404105166	Distribution	http://www.desco.be	73	0	94227	1	1250	BE	94.76 %	166376	FR	1.76 %	3089	NL	1.37 %	2410
479644511	B2B Services	http://www.stickerkid.b	41	0	2153		9	BE	96.32 %	6224	FR	3.68 %	238			
428171262	Distribution	http://www.expert.be	55	0	72924	1	500	BE	66.18 %	57404	FR	16.9 %	14663	NL	6.69 %	5804
539992862	Distribution	http://www.babyeco.be	12	0	4287	1	26	BE	71.94 %	3172	FR	18.83 %	830	DK	4.36 %	192
466922366	Distribution	http://www.di.be	52	0	214426	1	2040	BE	93.69 %	186123	FR	3.07 %	6102	NL	0.55 %	1097
404345092	Distribution	http://www.dema.be	63	0	47960	1	510	BE	86.02 %	54825	FR	9.37 %	5974	CZ	0.89 %	566

## Conversion rate

Client

3%

Client + Inoopa

25%

Re-activation

51%

# References

## Banks



## Medias



## Companies



## Credit Management



## Federations



## Direct Sales

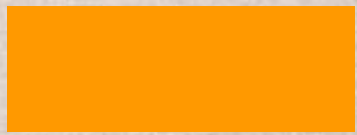
Coming Soon.....



Inoopa provides neutral & independent information



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**Thank You !**