

Description	Fact
Portfolio	Scoring analysis of customer data
Price single scorecard	€7,900 (Scoring max. 10,000 records and appending score value to max. 10,000 records)
Price multiple scorecards	Upon request
Applications for marketing	Researching companies based on identified keywords, identifying high potential B2B records for marketing campaigns, analysis & scoring
Appending URLs	€0.05 per matched record. Set up costs €2,500. Minimum order value €5,000. The latter two are not applicable if a score card is commissioned.
Appending score values	€0.12 per matched record. Set up costs €2,500. Minimum order value €5,000. The latter two are not applicable if a score card is commissioned
Appending URLs and keywords	€0.12 per matched record. Set up costs €2,500. Minimum order value €5,000. Please see separate price list for B2B address data
B2B Web Scoring test package	€9,900 (Appending URLs + score card development + appending score values to max. 10,000 existing customers + 10,000 B2B data based on the best score values for new customer activities)
Data quantity with URL and keywords	c. 3 million company records
Keyword database	More than 170,000 keywords (+ frequency per URL: 0x, 1x, etc.)
Size of keyword database	c. 500 billion data cells
B2B data package	Company name, full postal address, URL and frequency per keyword (The company address may be used for deduplication purposes. Data costs for direct mail campaigns upon request.)
License	The B2B data packages are subject to a limited period of use
Duration	36 months (6-monthly updates plus new records as available)
License fees	€5,900/month for own unlimited usage (10% discount for 12-month payment in advance) €9,900/month for own unlimited usage + permission for reselling (10% discount for 12-month payment in advance)
Updates	2 updates per year