



**KOMPASS**  
Your route to business worldwide

# EasyBusiness

Your advanced tool to prospect,  
generate leads, engage and  
manage your sales process



# Did you know that...

Marketing and sales teams struggle every day because of difficult access to accurate data, inefficient engagement and lack of follow up and monitoring

**49% B2B companies**

are **not confident** in the quality of their **own sales and marketing data**

**2.5 hours per day**

average spent **by sales reps to get the right contact info** to reach new customers

**8 cold call attempts**

needed **to reach** the average **prospect**

**5 follow up calls**

at least required **for** an average **customer to take a decision**

# Who we are?

Kompass is the evergreen  
**martech company** providing  
**premium B2B data and  
innovative solutions** to sales,  
marketing and procurement  
officers **worldwide**

HELPING COMPANIES TO DEVELOP THEIR BUSINESS  
AND DATA-DRIVE THEIR DECISIONS THANKS TO



## Smart analysis

features

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## Boosted visibility

at a global level

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## Sales acceleration

tools

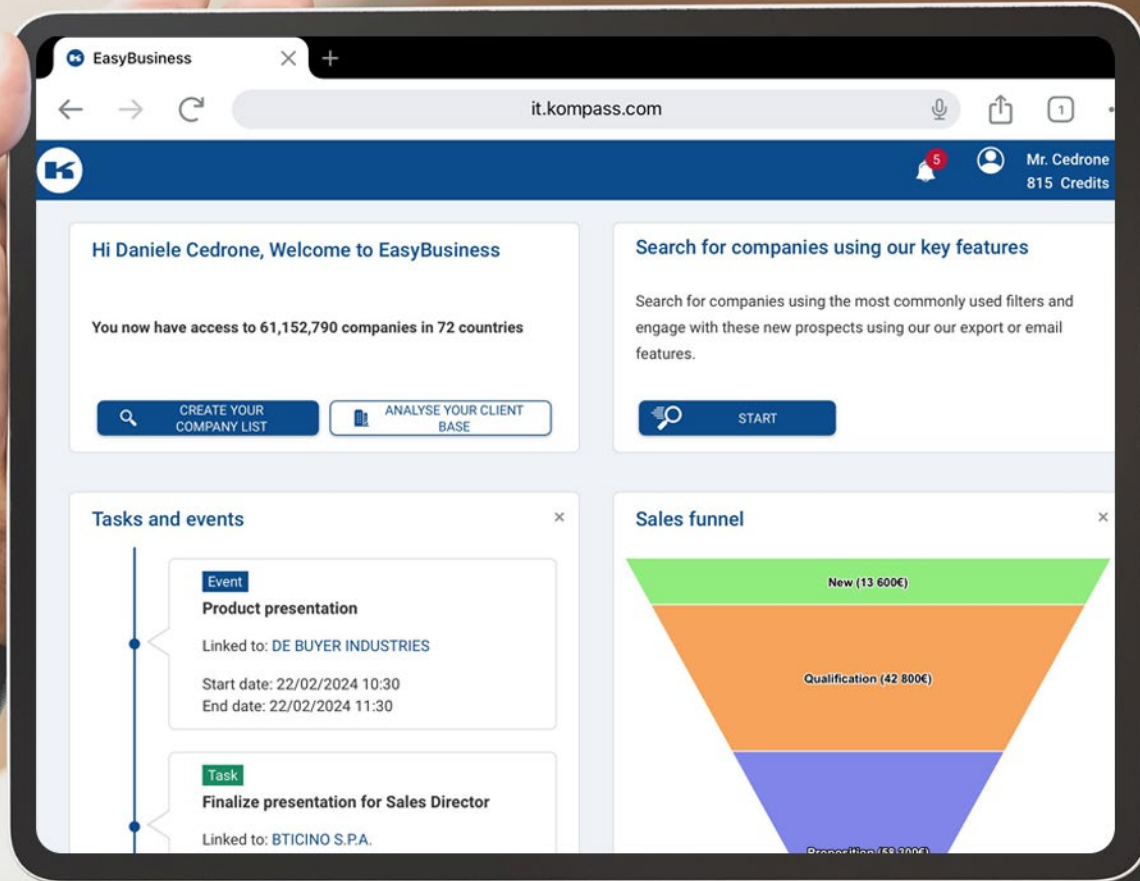
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## International B2B network

of experienced local partners





# EasyBusiness by Kompass

The advanced all-in-one B2B prospecting solution to



Segment and analyze  
your market



Organize and run  
your marketing campaigns  
with fresh & smart data



Manage and accelerate  
your sales pipeline

# Constantly updated global database of B2B companies

Feed your sales and  
marketing teams with  
Kompass premium data

Provide them with a set of  
powerful features to drive  
their decisions and execute  
their daily activities



**+60M**  
companies



**+70** countries &  
**27** languages covered



**+85M**  
executives



**+35M**  
phone numbers



**+25M**  
company & executive emails



**+55K**  
activity codes B2B classification

# The customer acquisition process

While trying to identify and acquire new clients, it's **four main challenges** that you face every day.

**EasyBusiness** provides **key support** through all of them and makes the difference for your teams in terms of **efficiency and effectiveness**.



**Analyse**  
your market



**Target**  
your prospects



**Engage**  
the decision makers

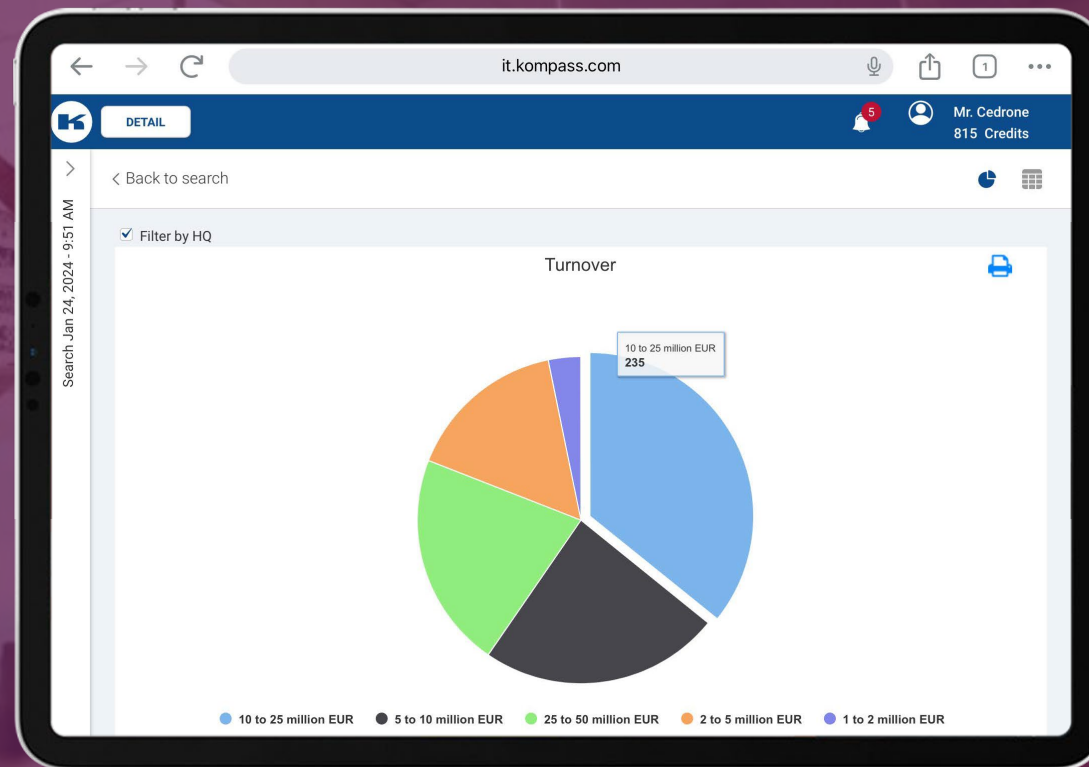


**Close**  
the deals



# Analyse your market

To know it deeply is  
the first step of your  
data-driven path to  
success



## Market segmentation

Deep-dive the comprehensive Kompass database by sector, location, company size, financial info, etc.



## Data geolocalization

Display your search results on the map, search by map selection to customize the area of your interest



## Smart analysis features

Generate figures, graphic charts and diagrams, download and leverage them for your own presentations



## Customer base analysis

Upload your clients list, analyse their characteristics and replicate them to identify the best prospects

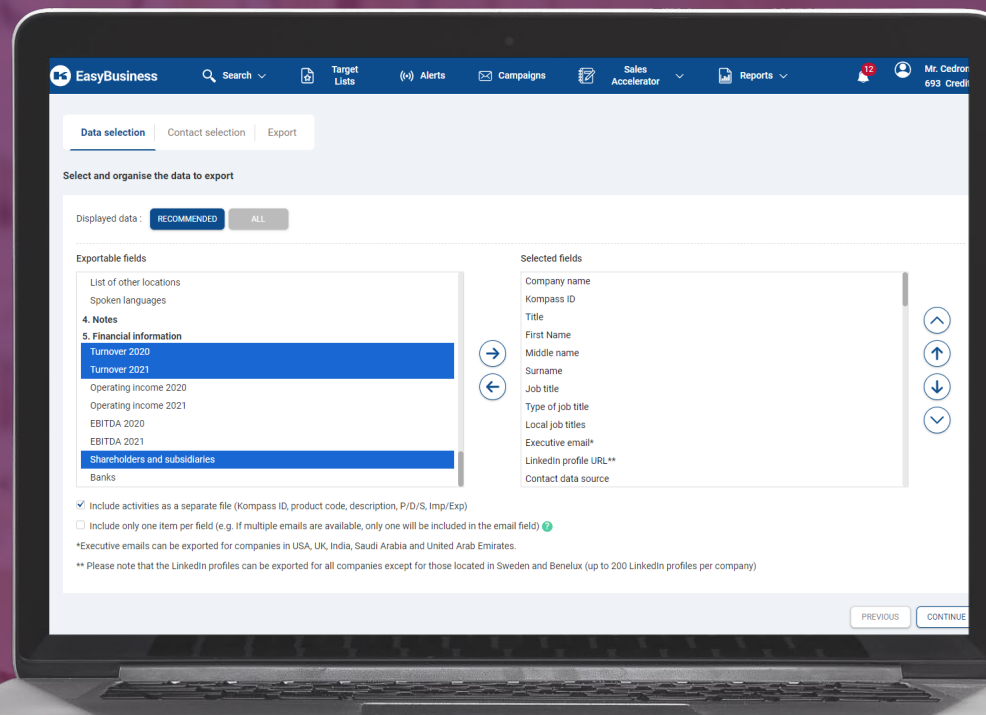




# Target

your prospects

It is key to focus  
your time and  
efforts on the most  
promising ones



## Customized target lists

+60 advanced search filters and deep classification to build & share fresh targeted lists for marketing and sales



## Lead generation

Executive profiles split by department, with job title, contact details, etc.



## Comprehensive company info

Up-to-date profiles, with size, activity, financial info, contacts, etc.



## Data export

In Excel & PDF format or through CRM connectors in order to rework or import them into your systems





# Engage

the decision  
makers

Being able to catch  
their attention and  
follow them up is  
what makes the  
difference today

Date	Status	Type	Name	Actions
2/18/24	To check	New lead	Fastweb   Fiorella Furlan - Network Operations Control Professional	
2/18/24	To check	News	SAP   Luka Mucic - Member of the Executive Board, CFO	
2/18/24	To check	News	Le Monde   Emmanuel Davidenkoff - Animateur de la Quotidienne	
2/18/24	To check	News	Thales Alenia Space   Clarence Duflocq - Investor Relations Officer	
2/18/24	To check	News	GXO LOGISTICS EUROPE   Malcolm Wilson - Chief Executive Officer	
2/18/24	To check	News	Tesco   Paul Jocelyn - Learning & Development Specialist (Contract)	
2/18/24	To check	News	AstraZeneca   Pascal Soriot - Member of the Board of Directors	
2/18/24	To check	New position	Virbac   Aldo Vandone - Agente di commercio professionista	
2/18/24	To check	News	MICROSOFT   Matt Walsh - Managing Director EMEA Manufacturing & Supply Chain Lead	



## Organigram chart display

Study the company organization and  
identify the key decision makers



## Calendar synchronization

Synchronize your Outlook or Google  
calendar to follow up efficiently



## Direct contact tool

Send an email to multiple companies  
and executives with few clicks and get  
detailed statistics of the campaign



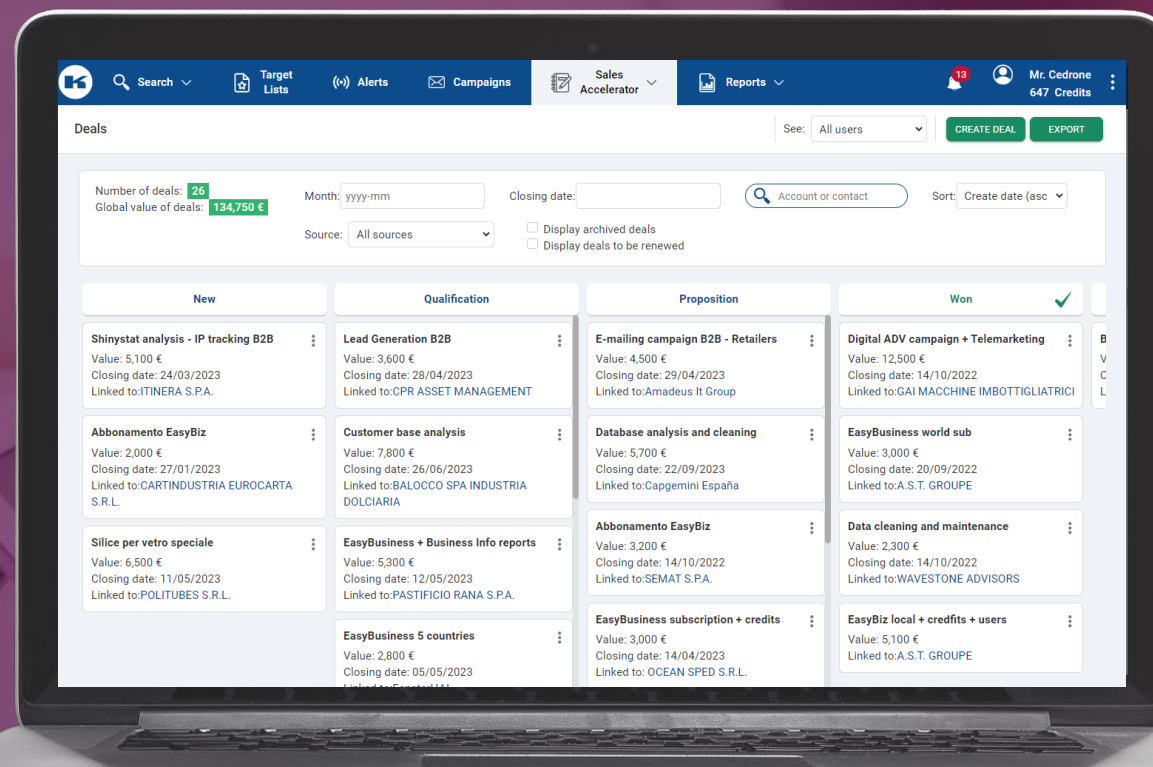
## Smart daily alerts

Follow-up your prospects, get  
insights and key hooks to contact  
them and close deals



# Close the deals

Smart features and key info will be the lever to make you reach your goals



## Personal notes & reminders

Keep track of your activities, exchanges & feedbacks and plan the next steps



## Executive social media profiles

Access to detailed LinkedIn professional profiles without alerting the executive



## Sales follow up features

Track and manage your sales processes, follow the deals in the pipeline dashboard up to the end of the funnel

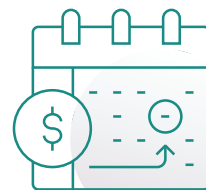
# Tailor made offer

**EasyBusiness** configuration  
and pricing **can be customized**  
based on your own needs in  
**terms of market, data and**  
**teams involved**



## Area of data coverage

Countries / Number and cherry pick



## Subscription duration



## Extra credits

to export customized lists of companies  
& executives and execute direct contact  
campaigns



## Multiple users

to provide different sales reps and  
marketers with their own personal  
profile and credit balance

# Sales Accelerator

Integrated module

Power up EasyBusiness with additional info & alerts from web sources for companies located in 10 countries.

01

## LinkedIn profiles

View the executives' profiles, without alerting them and export them in an Excel file or into your CRM

02

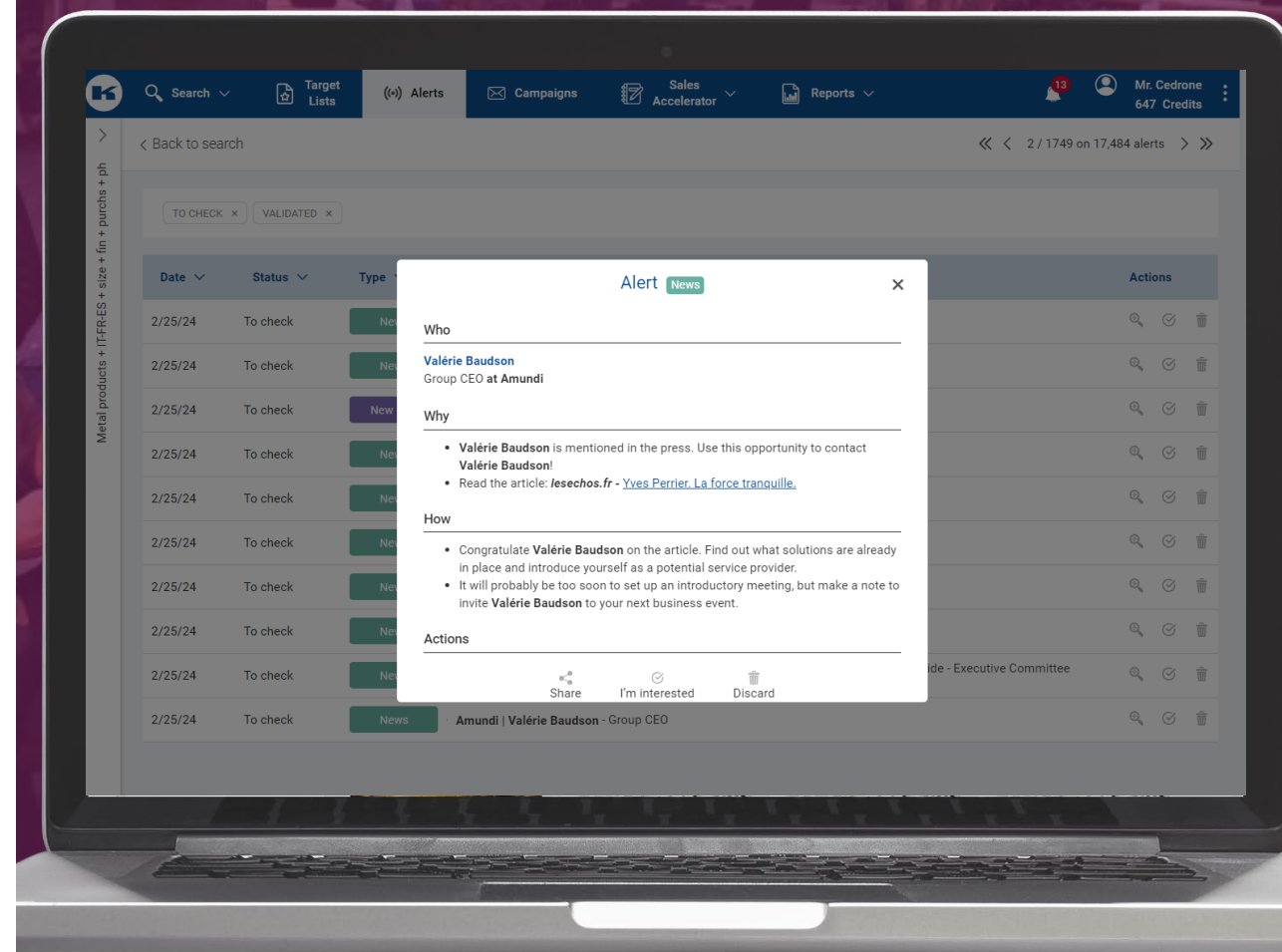
## News feed

Get the latest news about your prospects and keep yourself constantly posted on their activities

03

## Executive alerts

Monitor your prospects thanks to daily business signals and be the first to leverage them with the executives





# Sales Accelerator

## Integrated module

Speed up your sales with sales pipeline management features, optimizing your sales team efficiency and providing key tools to engage, follow up and close deals with prospects and customers.

01

### Accounts and contacts

Create, import or add your accounts and contacts, enrich them with Kompass data and keep them up-to-date

02

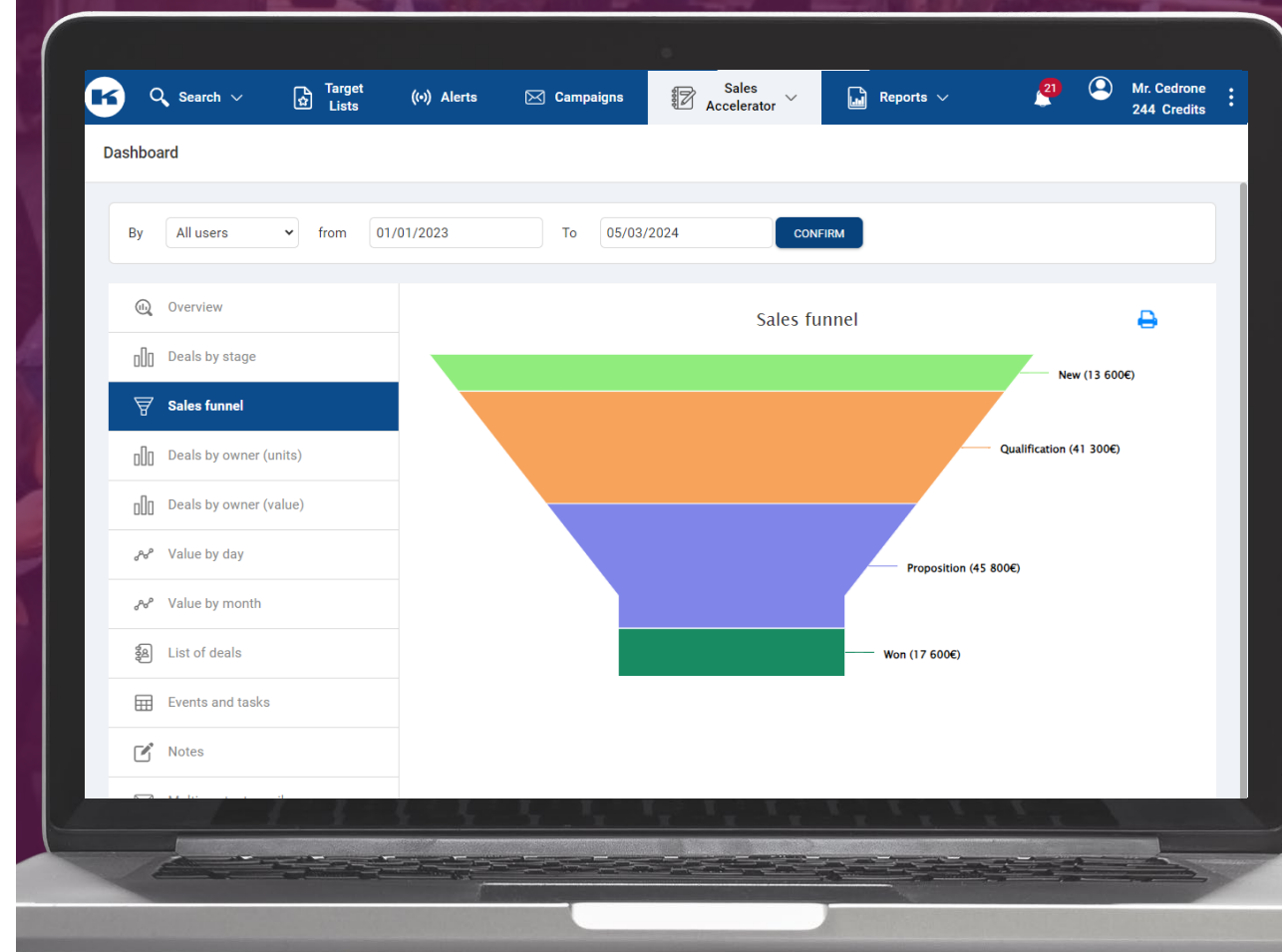
### Tasks and events

Follow up your prospects & customers efficiently with your personal calendar and synchronize it with Outlook or GMAIL

03

### Deals dashboard

Manage your deals & sales and monitor your team's success thanks to pipeline display and customized reports





# 3 reasons to choose EasyBusiness

01

## Kompass comprehensive global database

- Worldwide +70 countries coverage
- +60 million company profiles
- +55.000 activity codes deep classification
- Local classifications available for different countries

02

## Flexible & smart prospection tool

- Advanced search filters set to cherry-pick your targets
- Free access to company profiles and data
- Official source and web source data integration
- Personalized prospection + team working features

03

## All-in-one friendly platform

- Effective power-up features to improve productivity and efficiency
- Easy to use with clean interface and step-by-step guided processes
- Efficient sales process management with key & most used features and no complexity
- Responsive design, fully compliant with smartphone and tablet usage



# What our customers think

## **Target lists and leads to feed Sales**

*"Our sales organization took advantage of the high quality and permanently up-to-date database. We appreciated the possibility to use a wide range of search filters in order to be efficient and save time. I would recommend EasyBusiness to any sales organization"*

**Karim El Ansari**  
Sales Manager



**Würth Financial Services**  
Financial Services

## **Boost of marketing and sales teams cooperation**

*"EasyBusiness allowed us to carry out very targeted searches, identifying and contacting new potential customers, monitoring active ones and getting new visibility worldwide"*

**Manuela Marrocco**  
Marketing & Sales



**DMG SpA**  
Manufacturer of lift and elevator components

## **Time save and reaching the best targets**

*"Being strategic and agile, in today's market, is a necessity for a business like ours. Thanks to EasyBusiness, we could read the market and be more data centric about our decisions"*

**Stefano Magliole**  
Marketing Manager



**IG Samsic HR**  
HR management, development & selection

## **Prospect base identification and enrichment**

*"EasyBusiness is the ideal prospecting solution for our business. The reliability and accuracy of the data allows us to easily target new markets on a permanent basis"*

**Stephane Schadek**  
Marketing Director



**Hyperlex**  
Legaltech start-up





# KOMPASS

Your route to business worldwide

## Contact us

Start prospecting more  
B2B customers today!

[kompass@kompass.co.kr](mailto:kompass@kompass.co.kr) ...

Call me at: 02-2200 0877

*I will help you choose the best  
solution for your business needs*

[www.kompass.com](http://www.kompass.com)