



AustralianCorporateData

Business Advantage Directory

Australian Corporate Data is an independent provider of company information and contact for major Australian Corporations and Government Agencies. We have been researching Australia's largest 5000 organisations for more than 20 years, enabling marketing & sales professionals (and their agencies) to develop outbound campaigns targeting:

- Geography -state, metro or post code
- Vertical industry sectors and business type
- Annual revenues
- Number of employees
- Installed ICT software and services

Australian Corporate Data makes its company information available via series of searchable knowledge bases, allowing both anonymous and registered users to access online.

The information provided by the searchable knowledge base is constantly being updated ensuring that users are always working with the most current and accurate information available.

The Business Advantage Directory concentrates on Australia's leading 5000 organisations and has in excess of 40,000 senior management and key decision maker contacts.

The Directory is fully searchable on:

- 16 major industry types
- 115 vertical industry groups
- 20 different titles and job roles
- Gender
- Annual revenues
- Employee numbers
- State and region

Specifically developed for sales and marketing professionals (and the Advertising/DM Agencies they engage), the Business Advantage Directory is a key asset for all those developing and implementing B2B marketing campaigns.

The Directory is totally independent and is not biased towards publication readership or reliant on responses from the researched organisations. The accuracy and integrity of the data is our recognised differentiator with the data being compiled over many years from our own continuous research - every week we add new companies, remove others - and the entire database is updated a minimum of three times each year.

The newly released online search system (<http://www.searchaustcorpdata.com.au/>), means that anyone can now run any number of 'what if' contact count enquiries as sales/marketing campaigns take shape. The web search system here also allows Subscribed customers to run counts and download that contact data anytime they require it.



Australian Corporate Data

1. Annual subscription basis

An annual subscription to the Directory allows a company to extend the access URL, user name and password to any number of employees.

- A first year subscription for unlimited (internal) company users is \$7,495 (+ GST).
- A renewal (Yr2 onwards) subscription attracts a 30% discount and is \$5,245 (+ GST)

2. List rental

Any selection of the various contact names from the directory (appended with either company mailing address, phone/fax numbers, or both) can also be rented under a single use or multiple use agreement.

Contact list rental is very cost effective for as few as 500 contacts.

List Rental / Purchase

Rent Mailing <u>or</u> Telemarketing Data	Rent both Mailing <u>and</u> Telemarketing Data	Rent email Data*	Purchase both Mail <u>and</u> Telemarketing Data
\$345 per '000	\$600 per '000	\$395 per '000	\$2.50 per contact (Includes mailing, phone, fax & company details)

All name rental/purchases incur a **\$295 Set Up Fee** on top of the prices listed below and all prices are exclusive of GST (please add 10%).

Note, that there is a **minimum order requirement of \$500**.

* Email address data is NOT opt-in data and is supplied without any claims or guarantees on how a purchaser could/should use such email data.

3. List purchase

Any selection of the various contact names from the directory (appended with ALL available data including company mailing address, phone/fax numbers and more) can also be purchased outright under a data purchase agreement. These agreements are ideal if you want to import the contact data into your own CRM or lead management software or intend continuously using the contact data.

Business Advantage Directory - Subscription

Annual Licence - First year	\$7495.00 + GST
Annual Licence - Renewal (30% Disc.)	\$5245.00 + GST



Australian Corporate Data

Privacy Policy

Australian Corporate Data supports and adheres to the rights individuals have relating to the use and dissemination of information about themselves. Australian Corporate Data supports the Australian Privacy Principles which form the basis of the Privacy Act 1988, the Privacy Amendment (Private Sector) Act 2000 and the Privacy Amendment (Enhancing Privacy Protection) Act 2012.

Australian Corporate Data has been in the business of researching corporate contacts for business purposes for over 20 years and maintains stringent standards around data integrity and security for its Business Advantage Database.

About Australian Corporate Data

Australian Corporate Data is an Australian business that uses 100% Australian based employees, resources and ICT systems. Australian Corporate Data serves a B2B audience primarily under an annual subscription basis for the purposes of researching and identifying companies that are a 'best fit' in terms of becoming potential clients. Leading to around 20 different selection options on the most appropriate contact/s within a company for the products/services being marketed, ensuring that the most appropriate person can be reached first time, cost effectively and less appropriate staff are not wasting their time on inappropriate communications.

Australian Corporate Data's Business Advantage Database covers around 5500 government and private sector organisations that represent that sector of the Australian economy with the most purchasing potential for business products and/or services. Australian Corporate Data's clients' value accurate, segmental and targeted data as the basis for engaging those business clients that they can best serve and deliver value.

Business Practices with regards Privacy

Australian Corporate Data's own staff collect information directly from the vast majority of organisations and in some cases also use an organisations publicly available sources. Where possible and reasonable, Australian Corporate Data informs organisations and their employees of the purpose and potential use of their information within the Business Advantage Database.

Organisation and individual information is never provided for any use, other than as stated in this policy.

The extent of personal information on any individual does not exceed - Salutation, First Name, Surname, and Job Title. Any other information relates only to the organisation and is considered public information.

Australian Corporate Data employs dedicated staff responsible for the completeness and accuracy of information.

Australian Corporate Data does not store personal or company information in any 3rd party hosting facility, data centre or cloud based infrastructure. Australian Corporate Data only supplies information to authorised users and employs safeguards against unauthorised access, external interference or modification.

Individual's ability to Opt-out

Individuals can opt-out of inclusion within the Business Advantage Database either by making their wishes known when next contacted by phone by Australian Corporate Data staff to update/confirm their information. Individuals can also opt-out or request access to their own information by making a submission in writing via:

Email info@austcorpdata.com.au