



## Online Focus

It's huge! It's our largest Focus file yet. Using our simple classifications of the online footprint of companies, combined with their industry sector, geography, and size, and our renowned telephone researched decision maker contact names mean Online Focus offers you massive commercial advantages.

Online Focus is ideally suited for design agencies looking for companies whose site might be due a

refresh, or copywriters looking for people who could use a hand keeping their blog feed moving. It's suited to recruitment agencies wanting to know who recruits through their site, or looking to place individuals with specific skills. Hosting companies can find potential clients depending on e-commerce but without a robust solution. Software developers can find organisations who can use their special skills.

### Targeting Possibilities:

**Geographic**  
Decision maker  
Employee size  
Industry  
Head Office  
Activity

#### Trading

Has e-commerce site  
Number of ways to pay  
Physical products  
Payment methods  
Trade in other online shops

#### Compliance

Cookie policy  
Real-world transparency

#### Social Media

Channels  
Blogging  
Blog Size  
Blog Frequency

#### Technical

Database driven  
Use Content Mgmt System (CMS)  
Type of CMS  
Server type  
Likely to be hosted  
Technology age  
Technological complexity  
Site extent  
Site payload size  
Technologies and languages in use

#### Secured

Has secure areas  
Members area  
Uses https

#### User experience

Media variety  
Quality of experience  
Media in use  
Mobile friendly  
Uses reputation based services,  
e.g. TrustPilot / TripAdvisor  
Apps available

#### Other

Outsourced web design / dev  
Recruit through website



**INVESTORS  
IN PEOPLE**

Call us on: 01626 777 400  
[www.corpdata.co.uk](http://www.corpdata.co.uk)



## Licensing & Pricing / Online Focus

| Single Use  | Rolling License  | 12 Month License   |
|---|--|--|
| Contact name<br>Job title<br>Company name<br>Company address    | Contact name<br>Job title<br>Company name<br>Company address<br>Telephone number<br>No. of employees<br>Turnover<br>Trading activity<br>Email address<br>Web address | Contact name<br>Job title<br>Company name<br>Company address<br>Telephone number<br>No. of employees<br>Turnover<br>Trading activity<br>Email address<br>Web address |
| Single mailing campaign only                                    | Unlimited use during license term  | Unlimited use for 12 months  |
| <b>Initial: £420/1,000 records</b><br><b>No Rolling Monthly</b> | <b>Initial: £450/1,000 records</b><br><b>Rolling: £105/1,000 records per month</b>   | <b>Initial: £1350/1,000 records</b><br><b>No Rolling Monthly</b>   |

### Decision Makers Available

- eCommerce
- Senior
- Financial
- Marketing
- Computing
- Sales
- Purchasing
- Telecommunications
- Human Resources
- Fleet
- Health & Safety
- Networking

### Full Online Focus Intelligence

|                             |                                     |
|-----------------------------|-------------------------------------|
| Number of ways to pay       | Real-world transparency             |
| Has e-commerce site         | Modern web techniques               |
| Breadth of channels         | Web technique complexity            |
| Trade in other online shops | Website User Experience             |
| Media variety               | Website extent                      |
| Secure areas                | Website payload size                |
| CMS in use                  | Physical goods                      |
| Uses reputation services    | Recruit through website             |
| Apps available              | Outsourced web design / development |
| Database driven             | Mobile friendly                     |
| Server Type                 | Blogging                            |
| Cookie policy               | Blog size                           |
| Likely to be hosted         | Blog Frequency                      |

Focus intelligence available at 50% surcharge