



HOW TO CHOOSE A NZ B2B LIST

WHAT EVERY BUSINESS OUGHT TO KNOW IS THAT NOT ALL BUSINESS LISTS ARE CREATED EQUAL OVERVIEW OF NEW ZEALAND DATA LISTS

A correctly targeted accurate list of businesses is a natural foundation of success for any business to business (B2B) campaign. This report will explain the landscape of NZ business lists / databases and will help you choose the list which is right for you, i.e. is fit for your purpose. Complete with everything you need to know to make a more informed decision, there is even a comparison table for quick reference.

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ABOUT THE AUTHOR



Assia Salikhova, Managing Director of E-ideas Limited has entered data industry by accident.

She simply needed a better list of corporate Wellington and was not able to source one. How hard could it be to walk the streets and create an accurate list?!

Well, 12 years later she knows it's not as simple as it sounds. This journey made her one of NZ leading experts when it comes to business data.

This report is full of insights and is based on current practical knowledge.

NOT ALL BUSINESS LISTS ARE CREATED EQUAL

KNOW THE DIFFERENCE BETWEEN NZ LISTS

The below table is a summary of key features about each of the data list suppliers presented in this report.

You have to decide what is your goal. Because the goal of your list acquisition should drive you to choose the best data provider available. If you want highly specialized medical data, then MediData is your best choice. When you need more data in every vertical then whoiswhere™ is the most verified choice.

And when you wish to target NZ larger enterprise (from 9 staff and up) online KOMPASS is really the no brainer!

	D&B	Equifax	Martins	Medidata	Katalyst	Kompass	whoiswhere
Number of Records	not known in NZ	600,000+	125,000+	20,000+	16,500+	27,000+	180,000+
Access to Data	offline	offline	offline	offline	online	online	offline
Update of Data	unannounced	unannounced	frequency unannounced	unannounced	yearly	every 121 days	every 45-121
Integration with CRM	N	N	N	N	N	Y	N
Access to International	225 mln	Australia	Australia	N	N	60+ countries	Australia
Industry Classification	not known	not known	ANZSIC 2006 837 industries	medical	ANZSIC 2006 837 industries	ANZSIC 2006 837 industries 56,000 industries	ANZSIC 2006 837 industries
Access through IP	N	N	N	N	N	Y	N
Match and Deduplicate	custom project	custom project	custom project	custom project	N	in real time	custom project
Data Description	data from credit reporting	data from credit reporting	undefined, strong in engineering, trades	NZ medical only personnel and premises	34% of companies with 9+ staff in NZ	75% of companies with 9+ staff in NZ	approx 80% of companies in commercial premises

No matter who you choose, the value of this report is to save you time and effort trying to figure out who the best supplier is. Each data supplier has their strengths and could be ideal for you depending on what you need for your campaign.

OVERVIEW OF NEW ZEALAND DATA LISTS AVAILABLE

WHO NO LONGER SUPPLY DATA LISTS

If you've been in business for a while you might know many of these companies. What you might not know is how many of the big players have exited the data supply space, been bought out or just closed shop.

Here is a list of those who used to be known as a data supplier but no longer exist or no longer supply data:

A 'Courts	www.acourts.co.nz	No mention about list supply. Engineering Manufacturing focused. Lately there was difficulty to access and the date on site is 2015, not sure what's going on.
Atlantis	n/a	Bought by Veda Advantage, now Equifax
Finda/DataMarket	www.finda.co.nz	Stopped selling business data in 2010
KMS data	n/a	Bought by Veda Advantage, now Equifax
UBD	n/a	No longer exists
Veda Advantage	n/a	Bought by Equifax
Who Is Who	www.nzbww.co.nz	Inactive. last note on website from 2013-2014
Yellow	www.yellow.co.nz	Stopped selling business data in 2010

WHO ARE CURRENT LIST SUPPLIERS

The only list suppliers in NZ included in this overview are the ones which satisfy the following criteria:

Offer lists of businesses in NZ as a product or data access as an online service

Own their list. That means data brokers are not included

Actively trading currently

These criteria mean that 75 large and 500+ small (often regional) online databases in New Zealand are not listed below because none of them offer lists for sale and operate only as business directories. That includes Yellow, for example, which ceased to sell data in 2010.

I intend to update this whitepaper as we get to know more about other sources of data. The main info here is taken directly from their websites. I've added some commentary in the side column from a sales and marketing perspective.

D&B also known as Dun & Bradstreet was renamed as illion in 2018

www.dnb.co.nz

Credit Reporting & Debt Collection Agency.

Dun & Bradstreet has been one of Australia and New Zealand's leading sources of commercial information and insight for 130 years. Now, backed by our extensive commercial and consumer bureau, we start a new chapter as illion.

Reduce your risk by checking the complete profiles of commercial customers, suppliers and prospects before you do business.

Confirm a business's existence, check its financial stability, analyse its invoice payment patterns and view its New Zealand Companies Office status. All you need is a company name.

D&B Offers business data

Dun & Bradstreet transforms data into complete and actionable business information. Quality data is the foundation for all of critical decisions, whether in sales & marketing, risk management, business growth, debt collection or consumer credit.

With over 225 million records on businesses from around the world, we have more data and insight about businesses than any other information company on the planet. Our solutions provide the indispensable content that businesses need to tackle crucial challenges and opportunities, mitigate risk, streamline operational practices and engage new audiences.

Our worldwide databases are enhanced by Dun & Bradstreet's proprietary DUNSRight® Quality Process, which provides our customers with the highest quality business information.

FROM SALES & MARKETING VIEW POINT

D&B is a credit rating agency and has a wealth of experience and information to assist with risk assessment.

This is fantastic, but the question is – how comprehensive is the list? Does it cover every business? 90% of businesses? 50%?

And what is the data update process here?
No mention of updates!

Equifax NZ Credit Risk & Analytics

www.equifax.co.nz

Credit Reporting & Debt Collection Agency.

Equifax holds data on more than 3.4 million credit-active individuals and approximately 600,000 companies and businesses throughout New Zealand, providing customers with the ability to make more informed decisions.

From business credit checks to identity verification and acquiring new customers, we have your needs covered with our range of solutions and products.

Equifax has purchased Veda Advantage (previously known as Baycorp) in both NZ and Australia in 2016.

Equifax with head office in Australia is a parent company of **The Prospect Shop**, popular in Google search if you ever looked for business data in NZ or Australia.

Equifax Offers business data

Business Vault by Equifax holds 20+ descriptive and predictive attributes, including ANZSIC codes, Size of Business and Turnover, on 100,000+ New Zealand businesses.

This comprehensive database has unique access to Equifax's Business Credit Bureau data and has been specifically developed for B2B marketing and analytics.

It maps the relationships between directors and companies providing insight on other business relationships directors may have.

Business Vault extracts meaningful marketing insights that will help you engage more effectively with your customers and prospects.

Equifax Refers to Their Approach to Data Quality as Continually evolving data

Equifax has an ethos of continuous improvement of our data to boost the breadth, depth, accuracy and currency of privacy compliant, marketable businesses.

FROM SALES & MARKETING VIEW POINT

Another strong performing credit agency providing a wealth of credit related information to manage the risk.

Again it seems that business data supply is a secondary. Their total count of companies is at 600,000. This doesn't align with any number out there, not according to Stats NZ or the Companies Office. Which begs the question – how often is their list updated? Or do they have every company that has ever done business in the past 30 years?

Continuous data improvement does not say much about data accuracy, does it?

Katalyst

www.katalystbusiness.co.nz

Business Search Engine & Company Information Directory.

Katalyst is a business search engine that provides business users with comprehensive information about companies, people, products and services.

You can use Katalyst to

- Find new suppliers of products and services
- Research companies, markets and industries
- Identify and target key areas
- Produce lists for direct mail campaigns
- Find sales leads & make new contacts
- Put your products in front of B2B purchasers

Katalyst has comprehensive profiles on 16,500 New Zealand business to business (B2B) companies including details on their activities, brands, people, products and services searchable by 30 different criteria. We cover the head offices of producers, manufacturers, publishers, franchisors, importers, exporters, wholesalers, agents and business service providers.

You can access 16,500 head offices of B2B companies from NZ. Comprehensive information and advanced search options are available to subscribers.

We know our information is reliable because it is researched and updated on a daily basis. We confirm every contact of every company at least once a year as well as monitoring major news publications for ongoing updates.

Access is available, online or desktop, by annual subscription.

FROM SALES & MARKETING VIEW POINT

Here is a database which has a clearer definition of its purpose to represent larger companies in NZ.

It also has a refreshing indication of data quality stating that data is updated once a year.

Sadly looking closer at their comparison with the Statistics NZ the calculations seem to be a bit off and the total number of businesses according to "How big is the Katalyst database?" Page is actually only 15,813 .

Cost per record accessed is only 7.3c

It's worth mentioning that this list used to be supplied to Kompass prior to 2017.

Kompass

nz.kompass.com

Online in-depth up-to-date B2B business data about more NZ companies 9+ staff than anywhere else.

Analyse and de-dupe data, create targeted business mailing lists, get sales leads. Kompass is an international B2B digital solution with access to over 10.8mln B2B businesses and 17mln executives in over 60 countries.

Globalization in today's digital society and changes in buying behavior have led to great opportunities as well as more competition for every commercial business. Kompass offers 4 business solutions which support all aspects of your sales, marketing & lead generation activities:

1. Data Access Online

Offering access to in-depth information with up to 5 executives in 27,000+ NZ businesses with 9+ staff which account for 75% of all NZ businesses of this size according to Statistics NZ. NZ Data is sourced from whoiswhere™ verified every 121 days on average.

Access international data from 60+ countries

2. Data Services

De-duplicate, Clean, Refresh, Enrich your data

3. Digital Marketing

Engage your target audience and attract new business leads using reputable global online digital directory.

- ✓ Improve your SEO and increase customer traffic
- ✓ Find new buyers looking to make a purchase
- ✓ Maximise visibility with a responsive company profile
- ✓ Create & build international awareness of your brand

4. ByPath Sales Intelligence tool

- ✓ Saving time on research and supporting your sales cycle
- ✓ Helping you engage with new prospects
- ✓ Create and build a more focused social selling strategy
- ✓ Establish possible risks and opportunities with alerts

FROM SALES & MARKETING VIEW POINT

Access to international and New Zealand data online is a pretty rare offering on the New Zealand market. What's remarkable is that Kompass now offers access to the largest verified and well-maintained data about NZ top companies.

Data verification every 121 days is impressive and gives reassurance that there is on-going work for the benefit of data subscribers.

While price comparison is a subject another subject, Kompass is the most cost-effective way to access 27,000 NZ top businesses in one place. Cost per record accessed is only 6.5c

Martins

www.martins.co.nz

The largest supplier of email business databases in NZ.

Martins have Business Databases of New Zealand businesses. We are one of the largest suppliers of business data in New Zealand. We are a New Zealand owned company, and have been in business since 1989.

The databases are used for marketing to new contacts by Direct Mail, Telemarketing, or Email. You can select these databases using the following fields: Industry, Region, City, Job Title, or Staff size. You only need to let us know what your target market is, and we can do an appropriate search to find the "right people" for you to contact.

We also provide specialised "Data Services" to clean or enhance your existing database which includes: Postcoding, Data cleaning, Deduping, File matching, and SOA's - State of Accuracy Certificates.

Martins Data Services

Databases

Our accurate targeted business databases can be purchased by searching on Industry, Geographical area, Job Title, Staff Sizes or Modelled/Actual Turnover.

Email marketing

We supply personalised Email Addresses with our Mailing and Tele-marketing information.

We also design and send Emails to multiple contacts for your company. This is an extremely effective way of getting your message directly to the decision-maker.

Data services

We can clean your existing database and enhance it by adding the following fields: Postcodes, Address Fields, Email addresses, Staff numbers, etc. We can also take out duplications. We provide an SOA - Statement of Accuracy Certificate for the finished database.

FROM SALES & MARKETING VIEW POINT

Best known for data about architects, engineering, construction and trade, Martins database also covers many other areas of the market. There is no clear definition which part of the market is represented or which % of the market is available.

Now focused on email marketing, Martins lists do not offer any insight or make any official statement about data accuracy or their process of data maintenance.

Medidata

www.medidata.co.nz

Specialised medical & healthcare database.

Medidata has over 30 years' experience providing medical publishing and healthcare database services to the professional healthcare market. In fact, Medidata is the only company solely focused on this business in New Zealand.

These services are based on the most comprehensive and accurate database of personnel and premises in the New Zealand healthcare industry.

This database is a key resource across the healthcare sector, servicing the needs of various government and multi-national organisations wishing to communicate with healthcare professionals throughout New Zealand - by courier, mail, phone, fax or email.

This database is supplemented by a range of services which can be provided by Medidata - to develop and implement direct communications in any media - from production, to dissemination, to handling of responses and campaign reporting and analysis.

FROM SALES & MARKETING VIEW POINT

Excellent example of a highly specialised data supplier. A bit unfortunate is the lack of information on how often data is maintained. Hopefully with a dedicated team and relatively small list there is a high level of quality.

Additional services are helpful as well. Note data is only available for rent or one-off use.

It is important to learn how to compare apples with apples. When you explore Medidata, remember the counts are based on the position of the person. For example, there are only 923 pharmacies in NZ with total headcount of 4221.

whoiswhere™

www.whoiswhere.co.nz

Most accurate location based nationwide business data.

whoiswhere™ data is coming from street collection of data about businesses based in commercial premises. These data are then undergoing online and offline research and then is fully verified through phone interviewing of businesses to gather more information about companies.

This triple verification process is applied to data on a daily basis and the whole data set is verified on average every 121 days. About 1% (NZ top companies) are verified every 45 days.

It has grown from zero in 2005 to over 200,000 business locations nationwide in 2017 and contains information about businesses across all industries and organisations of all types. It has strong presence in urban areas and less, yet growing, data in farming sector. Residential based businesses included are mainly trade, consultants and businesses which used to be in commercial premises and moved out.

whoiswhere™ has been created with sales and marketing professionals in mind recognising:

1. The need to know as many businesses as possible in each vertical aiming to reach 95% in commercial premises
2. The importance of data accuracy, hence the robust process of phone verification every 121 days
3. The need to distinguish between branch and head office
4. The ability to recognize number of branches and even number of staff in a local branch
5. The importance of current names for executives (up to 7)
6. The value of physical address for geomarketing
7. The recognition of up to 5 industry category the business may be operating within. Take winery as an example, which is a manufacturer, wholesaler, grower, liquor retailer and often a restaurant as well)

Parent company E-ideas Limited offers data cleaning, data enrichment, phone lead generation, direct marketing, email marketing, social media and other services. E-ideas is a boutique marketing implementation agency based in Wellington.

FROM SALES & MARKETING VIEW POINT

While it is not the largest business list, it certainly seems to be the most verified. In fact, none of the other data companies get into any details about their process or approach to data verification.

Their data is verified up to 3 times a year. This enables higher accuracy which means better results for everyone using the data. Definitely worth paying a bit extra.

Whoiswhere was recently chosen to input data into Kompass NZ, and is currently developing their Australian offering.

ARE YOU DOING MARKET RESEARCH? DO YOU WANT TO KNOW MORE ABOUT THE NZ BUSINESS LANDSCAPE?

Are you doing market research for a new business or to launch a new product/service for an existing business? Are you planning a plan product/service validation?

Then no doubt you are searching the Companies Office, Statistics NZ and other online resources trying to make sense out of the market, sound about right? Well, there is a truth beyond what you can find online. Get in touch to find out more <mailto:assia@e-ideas.co.nz>

Based on decades of experience with NZ data you will learn

- **Why NZ Companies Office Registry is absolutely not what you think**
- **Who can do business in NZ**
- **Where do 48,000 new businesses go?**
- **How to read and understand Statistics NZ figures to benefit your business**
- **Why there is no single list with NZ's top companies**
- **If there are large corporates in NZ – how many are there?**

BONUS: How to capture NZ niche market in 3 simple steps.



To Your Marketing Success!

Assia Salikhova

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P. S. Get 10 Steps to More Profits [here](#)

P. P. S. Get in touch with Assia Salikhova [here](#) Guaranteed to answer in person within 24 hours or less. Connect now even if it is 2.35am!

IN CONCLUSION

After getting into data business 'by accident' in 2005 and managing to grow NZ's most verified largest business database whoiswhere™ from scratch, it's been a real pleasure to share my knowledge and expertise with you.

I do sincerely believe this whitepaper will open your eyes on the realities of the NZ market as well as arm you with insights and knowledge when you embark on the journey to choose a database which is fit for your purpose.

If you will choose to use one of our lists below, I will be thrilled and will personally assist you to choose the right target market and the best way to approach it.

- [whoiswhere](#)™ for most complete and accurate data about every vertical in NZ and soon Australia (current number of locations is over 200,000)
- [Kompass](#) NZ for online access to 27,000+ (and growing) NZ top companies with 9+ staff

If you choose to go with another option, may be because of the price, I respect your decision and wish you every success possible. I hope this whitepaper helped you to make the best decision for your goal and your situation.

Special Message if money is the only concern: Remember data entry and cleaning data is incredibly demotivating. Honestly, is that what you or your team want to be doing? For days or weeks ahead? Think again!

And after you will exhaust other lists and will come to us for the extra 40% (this is how much more we have on average compared to others), you will be most welcome!

HELP IS ON THE WAY!

Our team at E-ideas

Limited can assist you

1. to identify and size your target market,
2. connect with your target market,
3. follow up efficiently

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