

A photograph of three business professionals in an office setting. A man in a dark suit and pink tie is looking towards the right. Two women in dark blouses are looking at each other and smiling. The background is a bright, modern office with large windows.

Accurate and in-depth  
data to precisely target and  
reach new prospects.

# List Builder Pro

The logo for Responsive Prospects features a stylized bar chart with three bars of increasing height, topped with an upward-pointing arrow. The text 'Responsive' is in a light blue font, and 'Prospects' is in a bold, dark grey font.

**Responsive**  
**Prospects**

[www.responsiveprospects.com.au](http://www.responsiveprospects.com.au)

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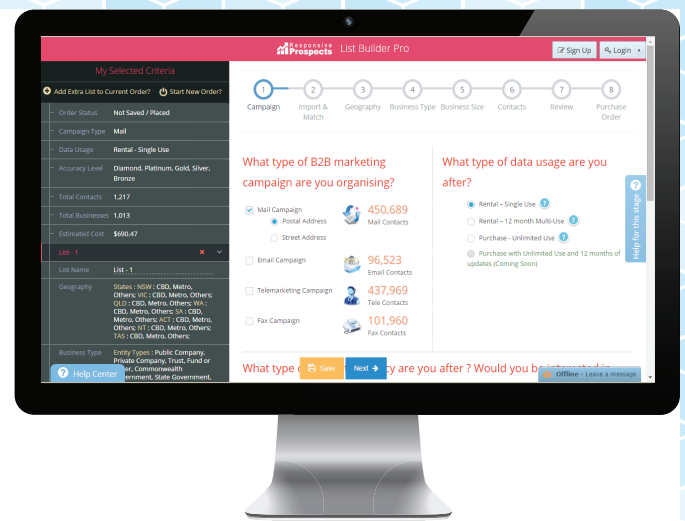
Responsive Prospects is an Australian B2B marketing services provider supplying marketing mail, email, tele and fax lists to direct marketers. It focuses on business direct marketing to decision makers and key prospects in businesses having all most near coverage of the Mid-Market segment (\$10M to \$250M) and complete coverage of all Large businesses (\$250M+). In total, there are **190,000 business records and 450,000 contacts** with this amount growing every day.

The business database represents the most qualified buyers, influencers and executive contacts to target within each distinct B2B marketplace. Precise targeting can be achieved by choosing from 66 key job functions and over 500 industry classifications or in combination with a variety of other filtering options.

## Unparalleled Prospect Profiling and Precision of Data

### List Builder Pro - Key Features:

- Allows you to build a highly customisable marketing list in minutes with Counts and Prices updating in real-time.
- Has useful tools to handle inclusion targeting or exclusion suppression of businesses or contacts based on uploading a data file. This means you can zone in on particular businesses or contacts you want to target or exclude existing clients you don't want to reach.
- You can select on hundreds of filter combinations such as radius search, classification search, top list search and job function search to precisely target your ideal audience of prospects.
- Allows for multiple targeting of segments and target markets made possible by creating multiple lists per order and the ability to wash against each other to remove duplicates.
- You have the ability to apply a number of limits to lists such as limit the number contacts per order, per state, per business, per job function or limit the



number of businesses per state so you can target the right amount of prospects and spread your reach across a larger pool whilst reducing your cost in both list purchase and advertising.

- Have access to a list of all your orders both saved and placed to help you keep track of every stage of the order process. You can upload creative samples, download the list file or review detailed data segmentation reporting all in the central location.

### 6 Easy Steps to Build and Download a List



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### Connect with your Target Audience

Responsive Prospects goal is not to only sell marketing lists - we provide the List Builder Pro platform which enables you to easily search and filter for your perfect target audience. We put an end to lost time and wasted money on not being able to target the right prospects and being sold inferior lists.

We want to be your partner for all direct sales and marketing campaigns - providing you with the highest quality custom-built marketing lists at a fraction of the cost to comparable solutions.

### What we can do for you

Responsive Prospects purpose is to enable you access to the highest accuracy in business data whilst not neglecting on coverage in terms of size and depth. Guided by our relentless focus on attention to detail and **in-depth knowledge of data research** built over a decade, our goal is to provide you with superior prospects who are the most responsive to your marketing campaigns thus ultimately growing your business and increasing ROI.

Our strong commitment to data quality and to bring more innovation, new services and newer technology, means we are always striving to meet and exceed your expectations.

## Accurate Data means a Successful Campaign

### Data Quality

At Responsive Prospects we understand that having high quality, accurate and recent business marketing data is a key component to your businesses growth success. The business data is compiled and updated continuously by a team of dedicated Business Research Agents who ensure your data is **always current, accurate, and relevant.**

This data is then aggregated daily and fed into the cloud based List Builder Pro platform, so you have access to the latest data and can precisely target your key prospects contributing to your marketing campaign success.

### Data Source

Responsive Prospects data has been compiled through a combination of commissioned telephone research and has been supplemented further by data appendage and collection from web based resources such as:

- annual reports
- company websites
- press releases
- user generated feedback in business directory
- proprietary enrichment sources

### Job Functions

Almost every job title that exists in a business has been classified into a job function category. For example, if you are targeting a Finance Manager, you may also be interested in including the following titles which have all been classified as 'Finance': Financial Controller, Chief Financial Officer, Director of Finance etc.

In total there are 66 key job functions to choose from with 6 Decision Maker indicator flags for Head of Finance, Head of Sales, Head of Marketing, Head of Information Technology and Head of Human Resources.

### Deliverable Rate Guarantee

By purchasing data from Responsive Prospects, we understand you expect the highest quality information available so **we offer a 95% Accuracy rate** on this data. We guarantee where a list has been used within 30 days of being supplied that 95% or higher of the mailing data will be deliverable. Where an amount lower than this has been received, we will refund or credit the cost of each contact record at the average cost per contact as specified in the Purchase Order.



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## Included Fields

Included fields vary and depend on the campaign type selected in the order. In addition to the standard fields listed below, there are 19 additional export fields you may benefit from including which can be chosen as add-ons such as ABN Number, Employee Size, Revenue Size, Classifications, Job Function folder etc.

### Mailing List

Business Name, Mailing Address, Mailing Suburb, Mailing State, Mailing Post Code, Physical Address 1, Physical Address 2, Physical Suburb, Physical State, Physical Post Code, Salutation, First Name, Last Name, Job Title, Accuracy Level and Prospect ID.

### Email List

Business Name, Salutation, First Name, Last Name, Job Title, Email Address, Suburb, State, Post Code, Accuracy Level and Prospect ID.

### Tele-marketing List

Business Name, Salutation, First Name, Last Name, Job Title, Phone, Suburb, State, Post Code, Accuracy Level and Prospect ID.

### Fax List

Business Name, Salutation, First Name, Last Name, Job Title, Fax, Suburb, State, Post Code, Accuracy Level and Prospect ID.

## Find new prospects. Close more sales

### Industries

There are 19 major industries and over 500 classifications to choose from. Search for a keyword or choose from a drop-down tree of options.

### Comprehensive Data Set

In addition to our classification and job function filter, you also have the ability to choose from additional selections such as:

- Include contacts appointed to a new role in the past 6 months.
- Run a post code radius search on a specific geographic area.
- Search on the Top 2000, Top 1000 public and private enterprises, Top 500 private enterprises, Top 500 ASX companies, Fastest 100 companies based on revenue growth

### Minimum Order

While there is no minimum purchase price per order, we do require a minimum quantity of 1,000 contact records on all orders.

Build your own list now and discover all the features of the List Builder Pro platform by visiting:

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