

Database

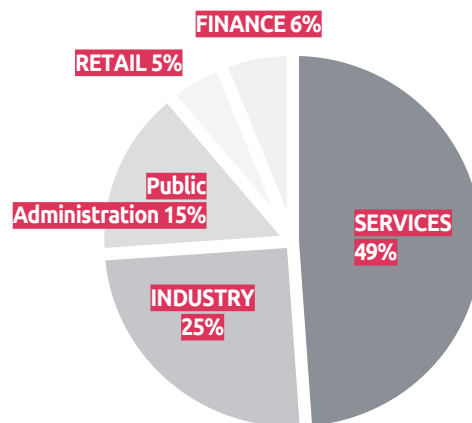
and E-mail marketing

380.000 / **140.000** / **32.000**
Profiles / Profiles with e-mail address / Profiles with fax number

End Users

Personal profiles with e-mail

SERVICES	43.605	49%
INDUSTRY	20.682	25%
PUBLIC ADMINISTRATION	16.000	15%
RETAIL	4.749	5%
FINANCE	6.676	6%



SERVICES SECTOR: Utilities, Transportation and Logistics, Tourism, Media, Corporations/Associations/NGOs, Consulting, Education and private research, Private Health care

INDUSTRY SECTOR: Petrochemical, Manufacturing, Pharmaceutical, Luxury, Food, Construction, Automotive, Defense/Military

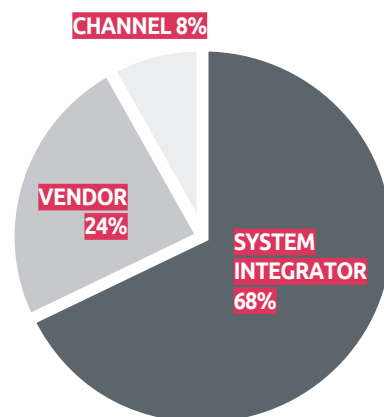
PUBLIC ADMINISTRATION SECTOR: Local PA, Central PA, Education and research, Corporations and associations, Health care

FINANCE SECTOR: Banks, Insurances, Financial Companies, Holding Companies

Value Chain

Personal profiles with e-mail

SYSTEM INTEGRATORS	32.681	68%
VENDORS	6.796	24%
CHANNEL	8.544	8%



SYSTEM INTEGRATORS: System integrators, Software House

VENDORS SECTOR: Telco (carrier/isp/asp), Vendor hw/sw

CHANNEL SECTOR: Distributors, Resellers, VARs

Business role

Personal profiles with e-mail

CEO	13%
BUSINESS EXECUTIVE	43%
EMPLOYEE	26%
CONSULTANT	15%
ENERGY MANAGER	3%

Company departments

Personal profiles with e-mail

IT	44%
SALES	23%
MARKETING	11%
HR & ORGANIZATION	5%
FINANCE & PURCHASE	12%
PRODUCTION & OPERATIONS	5%

Geographical subdivision

Personal profiles with e-mail

Abruzzo	1.383	0,99%
Basilicata	349	0,25%
Campania	1.080	2,92%
Calabria	1.341	0,96%
Emilia Romagna	11.751	8,41%
Friuli Venezia Giulia	3.577	2,56%
Lazio	26.367	18,87%
Liguria	2.599	1,86%
Lombardia	35.883	25,68%
Marche	3.591	2,57%

Molise	210	0,15%
Piemonte	12.744	9,12%
Puglia	4.947	3,54%
Sardegna	1.789	1,28%
Sicilia	6.609	4,73%
Toscana	6.484	4,64%
Trentino Alto Adige	2.194	1,57%
Umbria	1.034	0,74%
Valle d'Aosta	210	0,15%
Veneto	12.590	9,01%

Officelayout Database

Personal profiles with e-mail

END USERS Facility manager, General services, Organization, HR	8.374	26,26%
VALUE CHAIN Producers, Resellers, Showroom, Furniture and Set-up	5.137	16,11%
PLANNING and REALIZATION General Contractor, Facility Management, Design Studios and Architects	18.379	57,63%

HTML specifications

- Standard HTML: 600 px
- HTML code developed with chart layout
- Do not use css links external to the HTML
- Add images optimized for web pages and stored on ftp – refer to images in the HTML code with a path extended to the ftp server, where the image is stored (<http://www.domain/...img>)
- Usable formats: gif – png – jpg

E-mail Marketing

15,3

Average rate of e-mail opening