

# 康帕斯简介

- **1944**年在瑞士成立，目前总部位于法国巴黎。全球最大的企业B2B网站之一，是企业进行市场营销，市场研究，品牌宣传及新客户的开发必不可少的工具。
- 康帕斯集团在全球所有大洲**66**个国家进行运营。**70**年的国际市场营销经验。拥有全球**450**万家企业信息。
- 联合国认可和推荐的一级基本信息。

# 康帕斯数据66国家据分布

阿尔及利亚、阿根廷、亚美尼亚、奥地利、阿塞拜疆。  
孟加拉、白俄罗斯、比利时、巴西、保加利亚、加拿大、  
中国大陆、哥伦比亚、克罗地亚、捷克、丹麦、埃及、  
芬兰、法国、格鲁吉亚、德国、希腊、中国香港、匈牙  
利、印度、伊朗、爱尔兰、意大利、日本、哈萨克斯坦、  
吉尔吉斯斯坦、拉脱维亚、黎巴嫩、卢森堡、墨西哥、  
摩尔多瓦、摩纳哥、摩洛哥、荷兰、新西兰、挪威、秘  
鲁、波兰、葡萄牙、罗马尼亚、俄罗斯、圣马力诺、塞  
尔维亚、新加坡、斯洛伐克、斯洛文尼亚、南非、韩国、  
西班牙、斯里兰卡、瑞典、瑞士、中国台湾、泰国、突  
尼斯、土耳其、乌克兰、阿联酋、英国。美国、超南

# 用康帕斯寻找客户技巧

确定目标客户群：根据上下游确定目标客户，目标客户一般为两大类：

- 1: 中间商（包括：分销商，代理商，批发商，零售商）
- 2: 终端用户

附加：提供OEM（直接找海外生产商联）

确定好目标客户群以后，建议大家通过以下两个思路寻找客户：

1: 寻找海外分销商，代理商，批发商，建议大家直接通过自己产品关键词或该行业关键词搜索。（尽量将客户群范围扩大些检索）  
零售商：康帕斯只有超市连锁店零售商的分类，大家直接搜 **supermarket or retail chains**

2: 寻找海外终端用户，建议使用终端用户行业的关键词搜索。比如：面料的终端用户是海外服装厂，那么搜索的时候不能搜**fabric**，需要搜索**clothing**

易商通是康帕斯推出的一款在线索搜索目标客户的工具，可以在线搜索全球66个国家450万家海外主要的目标客户信息资料。

## 主要搜索步骤

- 创建检索条件 ( Add a filter )
  - 选定国家和地区 ( Location )
  - 设定关键词或使用康帕斯产品与服务编码搜索 ( Activity )
  - 过滤生产商、分销商、服务商 ( Producer/Distributor/Service provider )
  - 管理层 ( Executives )
- 保存检索步骤 ( Save ) 与 查看检索结果

# ■登录易商通

The screenshot shows the Kompass business directory website at https://cn.kompass.com/en/. The top navigation bar includes links for 'OLD WEBSITE', 'BUSINESS SOLUTION', 'BUSINESS NEWS', and 'E2B EXPERTISE'. A dropdown menu for the user 'Welcome, Mrs. xiong' is open, showing options like 'My Profile', 'My RFQs', 'Easybusiness' (which is highlighted in red), and 'Sign Out'. A blue box highlights this dropdown menu. The main content area features a world map background with the text 'GLOBAL B2B PORTAL Worldwide'. Below it are two large numbers: '04 649 851 Businesses' and '11 209 010 Potential Contacts'. A search bar at the bottom contains the placeholder 'I'm looking for a company, a product, an executive...' and a magnifying glass icon.

https://cn.kompass.com/en/ Kompass business direct... 新选项卡

文件(F) 编辑(E) 查看(V) 收藏夹(A) 工具(T) 帮助(H)

**KOMPASS**  
Connects business to business

OLD WEBSITE BUSINESS SOLUTION BUSINESS NEWS E2B EXPERTISE

Welcome, Mrs. xiong

My Profile  
My RFQs  
**Easybusiness**  
Sign Out

GLOBAL B2B PORTAL Worldwide

04 649 851 Businesses 11 209 010 Potential Contacts

All companies I'm looking for a company, a product, an executive...

NEWS KOMPASS Connects business to business

## ■易商通主界面各功能模块

The screenshot shows the KOMPASS search interface. At the top, there is a navigation bar with the KOMPASS logo, a folder icon, a search icon, a save icon (highlighted with a red box), an analysis icon, and an export data icon. Below the navigation bar, the search bar displays "SEARCH : New search" and "CURRENT RESULTS:0". There are two tabs: "My filters" (highlighted with a red box) and "My combinations". A tooltip below the "My filters" tab says: "To add a filter, click on the button "Add" once the "My filters" tab is selected." To the right of the tabs is a large blue "Add" button with a plus sign. A red arrow points from the text "已设定检索条件" (Search conditions set) to the "My filters" tab. Another red arrow points from the text "保存检索步骤" (Save search steps) to the "Save" button. A third red arrow points from the text "设定您的检索客户的条件 请点击add" (Set your search client's conditions, please click add) to the "Add" button. On the right side of the interface, there is a message: "To build your list of companies, add filters....".

# 点add: 设定检索条件页面

The screenshot shows the KOMPASS search interface. On the left, there's a sidebar for 'My filters' and 'My combinations'. A red box highlights the 'Add' button in the top right of this sidebar. Another red box highlights the 'Modify' button next to a location entry. A third red box highlights the 'Modify' button next to an executive function entry. In the center, a modal window titled 'Add a filter' is open, listing categories like LOCATION, ACTIVITIES, EMPLOYEES, EXECUTIVES, FINANCIALS, COMPANY INFO, and REFINE MY SEARCH. A red arrow points from the 'EXECUTIVES' category in the modal to the 'Modify' button in the sidebar. On the right side of the interface, a red box highlights the 'CURRENT RESULTS: 7557' text at the top. At the bottom right, another red box highlights the 'CURRENT RESULTS: 0' text.

添加或修改检索条件都在同一个屏幕

在这里可以根据您的需求设定您要检索的客户

每设完一个检索条件，当前结果也显示在底部，以便及时追踪你的选择

CURRENT RESULTS: 0

## ■第一步：创建检索条件（点add）

### ►选定国家和地区 (Location)

(备注：不选择的话， 默认数据库中所有国家)

The screenshot shows the KOMPASS search interface. On the left, there's a sidebar with 'SEARCH CURRENT' and 'My filters'. Below that, under 'Locati' (partially visible), are 'Algeri', 'Argen', and 'Armen'. The main area has a 'SEARCH' bar at the top with 'ADD A FILTER' and a 'LOCATION' button highlighted with a red box. Below it is a 'Location' dropdown menu with 'ZIP code' and 'City' options. To the right is a list of countries with checkboxes. Three countries—Algeria, Argentina, and Armenia—are checked and highlighted with a red box. A red box also highlights the 'Map' button. A red box highlights the 'REFINE MY SEARCH' button. A red box highlights the 'MY DATA' button. A red box highlights the 'CURRENT RESULTS: 30887' button. Red annotations on the right side of the screenshot include:

- 此按钮是关闭 (This button is closed)
- 设定条件按钮 (Set conditions button)
- 要查看具体结果 (To view specific results)
- 只需关掉这个就可以 (Just turn off this one)
- 挑选您要找的国家 (Select the country you want to find)
- 查看当前结果 (View current results)

Country	Count
Austria	12515
Azerbaijan	2162
Bangladesh	35745
Belarus	109714
Belgium	425988
Brazil	9841
Bulgaria	76810
Canada	166418
China	29406
Colombia	108707
Croatia	42482
Czech Republic	42241
Denmark	52418
Egypt	38015
Estonia	36010
Finland	205253
France	CURRENT RESULTS: 30887

► 第二步：设定关键词或康帕斯分类或编码 检索( Activity )  
(以下三个小步骤，根据自己的需求三选一)

## 1: 通过康帕斯提供的目录直接检索

The screenshot shows the KOMPASS search interface. On the left, there's a sidebar with 'ADD A FILTER' at the top, followed by 'SEARCH CURRENT' and 'My filters'. Under 'My filters', 'ACTIVITIES' is highlighted with a red box and has a red double-headed arrow pointing to it. Below this are 'LOCATION', 'EMPLOYEES', 'EXECUTIVES', 'FINANCIALS', 'COMPANY INFO', 'REFINE MY SEARCH', and 'MY DATA'. In the main search area, there are two tabs: 'Kompass classification' and 'Other classifications (for some countries)'. To the right of these tabs are 'Search', 'Multiple search', and 'Load a file' buttons. Further down, there's a search bar with a magnifying glass icon, a note about P=Producer / D=Distributor / S=Service, and a grid of numbers (45108, 108935, 206255, 44117, 11777, 49044, 68009) each with checkboxes for P, D, and S. A red box highlights the 'Activities' section, which contains a list of categories: Agriculture & Food (with sub-categories 01-09), Business Services, Chemicals, Pharmaceuticals & Plastics, Construction, Education, Training & Organisations, Electrical, Electronics & Optical, and Energy Environment. A red arrow points from the 'Activities' section towards the grid of numbers.

按产品目录直接检索  
勾选自己要找的客户类型  
p=生产商 d=分销商 s=服务提供商

# ►设定关键词或康帕斯产品与服务编码 (Activity)

## 2: 通过输入产品关键词或目标客户群行业的关键词检索

The screenshot shows the KOMPASS search interface. On the left, the 'ADD A FILTER' sidebar is open, with 'ACTIVITIES' selected and highlighted by a red box. The main search area shows a search bar containing 'led lamp' with a red box around it. Below the search bar, the text '按关键词直接搜索' (Search directly by keyword) is displayed. The search results list activities related to lighting equipment, with '9975' checked in the selection column, also highlighted by a red box. At the bottom right, it says 'CURRENT RESULTS: 25'.

SEARCH CURRENT  
My filters

LOCATION ACTIVITIES EMPLOYEES EXECUTIVES FINANCIALS COMPANY INFO REFINE MY SEARCH MY DATA

Kompass classification Other classifications (for some countries)

Search Multiple search Load a file

P = Producer / D = Distributor / S = Service

Activities

Electrical, Electronics & Optical

39 - Electrical equipment, Nuclear equipment

39730 - Lighting equipment, light emitting diode (LED)

3973040 - LED lamps, internal rechargeable battery

147230 9975 71

CURRENT RESULTS: 25

# ►设定关键词或康帕斯产品与服务编码 (Activity)

## 3: 按康帕斯代码直接搜索

The screenshot shows the KOMPASS search interface with the following elements:

- Left Sidebar:** Includes sections for SEARCH, CURRENT, My filters, Locations (Algeria, Argentina, Armenia), Kompas (39730), and MY DATA.
- Top Bar:** ADD A FILTER, SEARCH, CURRENT, and a red X icon.
- Filter Panel:** ACTIVITIES is selected (highlighted with a red box). Other options include LOCATION, EMPLOYEES, EXECUTIVES, FINANCIALS, COMPANY INFO, REFINE MY SEARCH, and MY DATA.
- Search Results:** Kompass classification is selected (highlighted with a red box). Other classifications (for some countries) are listed below.
- Search Bar:** Search, Multiple search (highlighted with a red box), and Load a file.
- Company Type:** Company type: All (radio button), Producer (radio button, highlighted with a blue box), Distributor, Service.
- Criteria:** A table showing company counts for various codes. The first column is Criteria, the second is Company count, and the third is a red X icon.
- Buttons:** Add all (highlighted with a red box and a blue arrow pointing to it).
- Text:** 39730 P - Lighting equipment, light emitting diode (LED) and 4397 X.
- Bottom Right:** CURRENT RESULTS: 25.

Criteria	Company count	
8034011	584	X
8034012	584	X
8034013	175	X
8034014	115	X
8034015	34	X
8034016	97	X
8034017	38	X
8034018	486	X
8034019	167	X

► **第三步：管理层( Executives ) ----找对决策人**  
**(建议找决策人优先联系总经理、CEO、采购、技术经理、市场部等公司高层管理，尽量全选)**

The screenshot shows the KOMPASS search interface. On the left, there's a sidebar with 'ADD A FILTER' at the top, followed by 'SEARCH CURRENT' and 'My filters'. Below these are sections for 'Location' (with 'EXECUTIVES' highlighted and a red box around it), 'Financials', 'Company Info', and 'Refine My Search'. At the bottom of the sidebar is 'MY DATA'. In the main search area, there's a 'Executive function' dropdown menu with three options: 'Executive function', 'Executive function with email', and 'Executive name'. The 'Executive function' option is highlighted with a red box. To the right of this menu is a list of executive functions, each with a checkbox and a count. This list is also enclosed in a red box. The list includes: BOARD OF DIRECTORS (876023), SENIOR EXECUTIVES (2337651), GENERAL MANAGEMENT (1398531), SALES DEPARTMENT (498488), MARKETING/COMMUNICATIONS DEPARTMENT (236864), EXPORT/IMPORT DEPARTMENT (40808), PRODUCTION DEPARTMENT (269977), R & D DEPARTMENT (70572), PURCHASING & PROCUREMENT DEPARTMENT (199611), IT DEPARTMENT (159142), ADMINISTRATION/FINANCE DEPARTMENT (722859), HUMAN RESOURCES DEPARTMENT (172420), and OTHER FUNCTIONS (46567).

建议过滤客户时，全选所有职位

## ■ 第四步：保存检索步骤( Save )与查看检索结果

The screenshot shows the KOMPASS software interface. At the top, there is a navigation bar with icons for Search, Save (highlighted with a red box), Analysis, and Export data. To the right are links for Online help, English, and a globe icon. Below the navigation bar, the search results are displayed with 25 companies found. The results table includes columns for N°, Note, Company name, Country, and City. On the left, there are filters for Location (Algeria, Argentina, Armenia) and Kompass classification (39730 P - Lighting equipment, light emitting ...). A modal dialog box titled "SAVE AS" is open in the center, prompting the user to "Please name the saved search:" with a text input field containing "2016". Two buttons at the bottom of the dialog are "CANCEL" and "SAVE", with "SAVE" being highlighted with a red box and a red arrow pointing to it.

N°	Note	Company name	Country	City
1		ADDISPLAY,Sarl	Algeria	Djasr Kassentina
2		AI PROS.EURI	Algeria	Constantine
			Algeria	Kouba
			Algeria	Oran
			Algeria	Oran
			Algeria	Rouiba
			Algeria	El Achour
			Algeria	Mohammadia
9		GYSPROCOM,SNC	Algeria	Tizi Ouzou
10		JCDecaux Airport Alger	Algeria	Bir Mourad Rais

# 保存检索步骤( Save ) 与 查看检索结果

SEARCH : New search\*

CURRENT RESULTS:25

My filters My combinations

▼ Location Modify 3602

- Algeria 13373
- Argentina 13912
- Armenia 3602

▼ Kompass classification Modify 4397

- 39730 P - Lighting equipment, light emitting ... 4397

您设定的检索步骤

25 companies

Customize 1 / 2

	Nº	Note	Company name	Country	City
	1		ADDISPLAY,Sarl	Algeria	Djasr Kassentina
	2		ALPROS,EURL	Algeria	Constantine
	3		BUSMEDIA,Sarl	Algeria	Kouba
	4		PUBLIXIS	Algeria	Oran
	5		ALPHA-LEDS Affichage Electronique,Sarl	Algeria	Oran
	6		IAMART Construction Chemicals Algérie,Sarl	Algeria	Rouiba
	7		LIGHT PUB,EURL	Algeria	El Achour
	8		DZ PUB,Sarl	Algeria	Mohammadia
	9		GYSPROCOM,SNC	Algeria	Tizi Ouzou
	10		JCDecaux Airport Alger	Algeria	Bir Mourad Rais
	11		DZ MEDIAS	Algeria	Ben Aknoun

根据您设定的条件，  
检索出附合条件的公  
司，点击公司名，可  
查看详细信息

**KOMPASS**  
Connects business to business

# ■ 查看公司详细信息

Search Save Analysis Export data Online help English Mr

SEARCH : New search\*  
CURRENT RESULTS: 25

My filters My combinations Delete + Add

▼ Location Modify 3602 (3602) (13373) (13912) (3602)

Algeria 13373 (13373) (13912) (3602)

Argentina 13912 (13912) (3602) (3602)

Armenia 3602 (3602) (13373) (13912)

▼ Kompass classification Modify 4397 (4397) (39730 P - Lighting equipment, light emitting ...) (4397) (39730 P - Lighting equipment, light emitting ...)

25 companies > Company profile 5 / 25

ALPHA-LEDS Affichage Electronique,Sarl

Phone : +213 561 77 74 44 31000 Oran Kompass Identification number : DZ240673

Company information  
Contact details  
Key figures  
Activities and products  
Executives  
Financial information  
My notes

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谢谢大家支持！如有不疑问，欢迎与我联系！

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