

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、斯洛代克、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、越南

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 image shows a screenshot of the Kompass website interface. At the top, the browser address bar displays <https://cn.kompass.com/en/>. The website header includes the Kompass logo with the tagline "Connects business to business", navigation links for "OLD WEBSITE", "BUSINESS SOLUTIONS", "BUSINESS NEWS", and "B2B EXPERTISE", and a user greeting "Welcome, Mrs. xiong" with a dropdown menu. The dropdown menu is highlighted with a blue box and contains the following options: "My Profile", "My RFQs", "Easybusiness" (highlighted in red), and "Sign Out". A blue arrow points from the "GLOBAL B2B PORTAL Worldwide" text to the "Easybusiness" option. Below the header, statistics are shown: "04 649 851 Businesses" and "11 209 010 Potential Contacts". A red search bar at the bottom contains a dropdown menu set to "All companies" and a search input field with the placeholder text "I'm looking for a company, a product, an executive...". The footer includes "NEWS" and "KOMPASS" branding, along with the tagline "Connects business to business".

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 Welcome, Mrs. xiong English

BUSINESS SOLUTIONS BUSINESS NEWS B2B EXPERTISE

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 displays the KOMPASS web interface. At the top, there is a dark navigation bar with the KOMPASS logo on the left and four icons with labels: a folder for 'Search', a floppy disk for 'Save', a bar chart for 'Analysis', and a circular arrow for 'Export data'. The 'Save' icon is highlighted with a red box. Below the navigation bar, the main content area has a light blue background. On the left, there is a search status section with 'SEARCH : New search' and 'CURRENT RESULTS: 0'. Below this are two tabs: 'My filters' (highlighted with a red box) and 'My combinations'. A blue button with a white plus sign and the text '+ Add' is also highlighted with a red box. To the right of the '+ Add' button, there is a red arrow pointing to the text '设定您的检索客户的条件 请点击add'. Below the 'My filters' tab, there is instructional text: 'To add a filter, click on the button "Add" once the "My filters" tab is selected.' A red arrow points from this text to the '+ Add' button. Below the instructional text, there is a red arrow pointing to the text '已设定检索条件'. On the right side of the main content area, there is a grey text prompt: 'To build your list of companies, add filters....'

SEARCH : New search
CURRENT RESULTS: 0

My filters My combinations

To add a filter, click on the button "Add" once the "My filters" tab is selected.

已设定检索条件

To build your list of companies, add filters....

保存检索步骤

设定您的检索客户的条件 请点击add

点add: 设定检索条件页面

The screenshot shows the KOMPASS search interface. At the top, there are navigation icons for Search, Save, Analysis, and Export. Below that, the search bar contains 'New se...' and the current results are '7557'. There are two tabs: 'My filters' and 'My combinations'. A '+ Add' button is highlighted with a red box. Below the tabs, there are two filter categories: 'Location' and 'Executive function with ...'. Each category has a 'Modify' button and a count of results. The 'Location' category lists countries with their respective counts: Argentina (13855), Bangladesh (1937), Brazil (425984), Bulgaria (9841), and France (207799). The 'Executive function with ...' category lists 'BOARD OF DIRECTORS' with a count of 62414. Red arrows point from the 'Add' button and the 'Modify' buttons to the 'Add a filter' dialog box in the next screenshot.

Filter Category	Filter Name	Count
Location	Argentina	13855
	Bangladesh	1937
	Brazil	425984
	Bulgaria	9841
	France	207799
Executive function with ...	BOARD OF DIRECTORS	62414

添加或修改检索条件都在同一个屏幕

The screenshot shows the 'Add a filter' dialog box in the KOMPASS interface. The dialog box has a search bar and a list of filter categories: LOCATION, ACTIVITIES, EMPLOYEES, EXECUTIVES, FINANCIALS, COMPANY INFO, and REFINE MY SEARCH. The 'EXECUTIVES' category is selected. Below the list, there are options for 'Location', 'ZIP code', 'City', and 'Map'. At the bottom of the dialog box, there is a 'CURRENT RESULTS: 0' indicator, which is highlighted with a red box. Red arrows point from the 'Add' button in the previous screenshot to the 'Add a filter' dialog box, and from the 'Modify' buttons to the 'EXECUTIVES' category in the dialog box.

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

■ 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）

ADD A FILTER

SEARCH CURRENT My filters

LOCATION

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

Location

- ZIP code
- City
- Map

挑选您要找的国家

<input checked="" type="checkbox"/>	Algeria	13373
<input checked="" type="checkbox"/>	Argentina	3602
<input checked="" type="checkbox"/>	Armenia	46698
<input type="checkbox"/>	Austria	12515
<input type="checkbox"/>	Azerbaijan	2162
<input type="checkbox"/>	Bangladesh	35745
<input type="checkbox"/>	Belarus	109714
<input type="checkbox"/>	Belgium	425988
<input type="checkbox"/>	Brazil	9841
<input type="checkbox"/>	Bulgaria	76810
<input type="checkbox"/>	Canada	166418
<input type="checkbox"/>	China	29406
<input type="checkbox"/>	Colombia	108707
<input type="checkbox"/>	Croatia	42482
<input type="checkbox"/>	Czech Republic	42241
<input type="checkbox"/>	Denmark	52418
<input type="checkbox"/>	Egypt	38015
<input type="checkbox"/>	Estonia	36010
<input type="checkbox"/>	Finland	205253
<input type="checkbox"/>	France	

此按钮是关闭
设定条件按钮，
要查看具体结果
只需关掉这个就可以

查看当前结果

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

ADD A FILTER

SEARCH CURRENT

My filters

▼ Location

Algeria

Argentina

Armenia

▼ Kompass classification

01 P-

02 P-

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	All	P	D	S
[-] Agriculture & Food				
[-] 01 - Livestock and fish	45108	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
[-] 02 - Agriculture and forestry	108935	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
[-] 03 - Food	206255	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[-] 04 - Beverages	44117	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[-] 05 - Organic products	11777	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[-] 48 - Agricultural and forestry machinery and equipment	49044	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[-] 49 - Food, drink, tobacco and catering industry machinery and equipment	68009	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[-] Business Services				
[-] Chemicals, Pharmaceuticals & Plastics				
[-] Construction				
[-] Education, Training & Organisations				
[-] Electrical, Electronics & Optical				
[-] Energy Environment				

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 displays the Kompass search interface. On the left, a sidebar titled 'ADD A FILTER' contains various filter categories: LOCATION, ACTIVITIES (highlighted with a red box), EMPLOYEES, EXECUTIVES, FINANCIALS, COMPANY INFO, REFINE MY SEARCH, and MY DATA. The 'Kopass classification' filter is also highlighted with a red box. The main search area features a search bar with the text 'led lamp' (highlighted with a red box) and a search button. Below the search bar, the results are categorized under 'Activities' with the instruction '按关键词直接搜索'. The results list includes 'Electrical, Electronics & Optical' and '39 - Electrical equipment. Nuclear equipment'. Under '39 - Electrical equipment. Nuclear equipment', there is a sub-category '39730 - Lighting equipment, light emitting diode (LED)'. Within this sub-category, the item '3973040 - LED lamps, internal rechargeable battery' is listed with a count of 71. The item '9975' is also highlighted with a red box. The bottom right corner of the interface shows '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 displays the Kompass search interface. On the left, a sidebar contains filter categories: LOCATION, ACTIVITIES, EMPLOYEES, EXECUTIVES, FINANCIALS, COMPANY INFO, and MY DATA. The 'ACTIVITIES' filter is highlighted with a red box. The main search area shows 'Kompass classification' and 'Other classifications (for some countries)'. The search criteria are set to 'Multiple search' and 'Company type: Producer'. A table of search results is shown, with a red box highlighting the first eight rows. A blue arrow points to the 'Add all' button, which is also highlighted with a red box. The search results for '39730 P - Lighting equipment, light emitting diode (LED)' show 4397 results.

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

39730 P - Lighting equipment, light emitting diode (LED) 4397 X

CURRENT RESULTS:25

▶ 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 'ADD A FILTER' section of the Kompass search interface. The 'EXECUTIVES' filter is selected in the left sidebar. The 'Executive function' filter is expanded, showing a list of job functions with their respective counts. A red box highlights the 'Executive function' filter and the list of job functions. A red text box at the bottom right of the screenshot contains the advice: '建议过滤客户时，全选所有职位' (Suggest filtering customers, select all positions).

Filter Category	Filter Name	Count
EXECUTIVES	Executive function	
	Executive function with email	
	Executive name	
	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

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

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

Q 25 companies

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

SAVE AS



Please name the saved search :













2016

CANCEL SAVE

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  

<input type="checkbox"/>	N°	Note	Company name	Country	City
<input type="checkbox"/>	1		ADDISPLAY,Sarl	Algeria	Djasr Kassentina
<input type="checkbox"/>	2		ALPROS,EURL	Algeria	Constantine
<input type="checkbox"/>	3		BUSMEDIA,Sarl	Algeria	Kouba
<input type="checkbox"/>	4		PUBLIXIS	Algeria	Oran
<input type="checkbox"/>	5		ALPHA-LEDS Affichage Electronique,Sarl	Algeria	Oran
<input type="checkbox"/>	6		IAMART Construction Chemicals Algérie,Sarl	Algeria	Rouiba
<input type="checkbox"/>	7		LIGHT PUB,EURL	Algeria	El Achour
<input type="checkbox"/>	8		DZ PUB,Sarl	Algeria	Mohammadia
<input type="checkbox"/>	9		GYSROCOM,SNC	Algeria	Tizi Ouzou
<input type="checkbox"/>	10		JCDecaux Airport Alger	Algeria	Bir Mourad Rais
<input type="checkbox"/>	11		DZ MEDIAS	Algeria	Ben Aknoun

根据您的条件，检索出符合条件伯公司，点击公司名，可查看详细信息

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



▼ Location	Modify	3602	🔍	✕
Algeria		13373	🔍	✕
Argentina		13912	🔍	✕
Armenia		3602	🔍	✕
▼ Kompass classification	Modify	4397	🔍	✕
39730 P - Lighting equipment, light emitting ...		4397	🔍	✕

25 companies > Company profile



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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