



Data by Company Size

Welcome to ClickReach

When purchasing B2B data, establishing your target market is critical to the success of any marketing campaign

Having identified the industry sectors that you want to contact, you'll then need to consider the size of company (number of employees) as a critical variable.

How to select business data by size of company

Over 70% of businesses have between 1 and 10 employees, so it's important that expectations are set in accordance with the **scope and volume** of business sizes available.

Small and medium-sized enterprises (SMEs) are categorized in terms of their size by the number of employees that they have. The European Commission opened a consultation on the definition of SMEs in 2012 and classified SME's as follows:

- Micro-enterprises: between 1 and 10 employees
- Small-sized enterprises: up to 50 employees
- Medium-sized enterprises: up to 250 employees

The size of the business that you may want to contact will depend on the product and/or service that you are looking to sell. For example, a builder's merchant will probably want to target independent tradesmen in businesses with between 1 and 10 employees, whereas a company selling HR consultation would want to identify businesses with larger employee volumes.

The average order value of what you are selling is another key factor in addressing the right audience. If an IT company is looking to sell IT infrastructure solutions at upwards of £20,000 per order, then contacting a business with less than 250 employees is probably not the right way to go. **Realistic expectations** and **targeted marketing** is the most time and cost effective way to maximise your profits.

An Expediential Scale

Typically, the larger the business, the fewer the number of available records. For example, a rough breakdown of the sizes of business in the UK by employee size is as follows:

- 1 – 4 employees: 55%
- 5 – 9 employees: 20%
- 10 – 19 employees: 11%
- 20 – 49 employees: 9.5%
- 50- 99 employees: 2.5%
- 100-199 employees: 1.1%
- 200 – 499 employees: 0.65%
- 500 – 999 employees: 0.13%
- 1000 + employees: 0.09%

It is therefore imperative that you conduct your targeted B2B marketing with a clear goal and understanding of your target market and size of opportunity. Once you have identified the sectors and sizes of business that you want to reach, refine your search further by identifying the **correct decision maker** within the business.