italy trade hub
ESPORTIAMO LE ECCELLENZE ITALIANE

Dimensione Web



DIMENSIONE WEB / ITALY TRADE HUB

ORIGIN AND QUALITY

References to product quality marks

SALES INTELLIGENCE

COMPANY PROFILE



Targeted B2B databases. International business development.

Digital technology, data analysis and professional relationships to reach the right contacts for your offering.



BRINGING ITALIAN EXCELLENCE TO INTERNATIONAL MARKETS

WHO WE ARE

Data and relationships. One shared method.

ItalyTradeHub is Dimensione Web's brand specialising in international business development through digital technology and data analysis. We help Italian companies identify distributors, wholesalers, businesses, groups and importers interested in their products and services.

Our method combines proprietary matching algorithms, machine learning and continuously updated databases with specialist public sources, commercial scouting and an international network of professional relationships.

Technology expertise and market knowledge help us select partners aligned with each company's offering and objectives.

Targeted databases

Selected companies and professional contacts for your sales team.

Trade Connect

Scouting and qualification through to discussions with interested partners.

01 / Analysis

Offering, ICP and markets

02 / Matching

Data, technology and scouting

03 / Relationships

Contact and qualification

STRATEGY AND MARKETS

Choosing where to focus resources.

Each project starts with an analysis of the offering and the Ideal Customer Profile (ICP). Sectors, company size and structure, distribution channels, digital signals and decision-making roles guide research and matching.



Italy

Customers, distributors and partners in the domestic market.

Southern Europe

Spain, Portugal and Greece.

Central and Northern Europe

France, DACH (Germany, Austria and Switzerland), Belgium, Poland and Nordic countries, including Sweden and Norway.

United Kingdom and Ireland

Partner research in each market.

Middle East · GCC

Saudi Arabia, United Arab Emirates (Dubai), Qatar, Kuwait, Bahrain and Oman.

The Americas

North and Latin America. Countries selected for each project.

Markets are agreed according to the offering, objectives and scope of the assignment.

SERVICE 01 / B2B DATABASES AND TARGETED EMAIL LISTS

B2B databases and targeted email lists.

A structured information base built around agreed targeting criteria to support prospecting, marketing and business development.

Company

Business name and industry.

Decision maker

Contact’s first and last name.

Professional email

Decision-maker and/or department contact.

Geographic detail

Country, region, province, city, postcode and address, where available.

Company size

Turnover.

Structured delivery

CSV, Excel or another agreed format.



Geographic detail is included.

Lists of 500 or 1,000 contacts.
Prices in the accompanying price list.

INTENT DATA AND TECHNOGRAPHICS

Greater depth.
Sharper selection.

On request, data enrichment and digital signal analysis provide deeper insight into technologies and business developments relevant to your offering.

Technographics

Technologies identifiable online: e-commerce, analytics, advertising, CRM and other detectable tools. To assess compatibility and integration opportunities.

Intent data and growth

Team expansion, new locations and business initiatives guide priorities. Signals suggest possible needs; actual interest is verified through direct contact.

Data provenance

Public sources, observation dates, reliability and email patterns. Inferred contacts are distinguished from published and technically verified ones, without treating inference as certainty.

Further analysis is quoted separately according to the signals requested, source coverage and depth.

SERVICE 02 / FULL PROGRAMME · ITALY & ABROAD

Trade Connect.
The initial strategy.

An integrated programme: consultancy, project database, campaigns, scouting and qualification of contacts who have expressed interest in the product or service.

Dr. Matteo Pulega

Innovation Manager · Modena Chamber of Commerce no. 881/2024

01

Business model and offering

Products, services, positioning and capacity to respond.

02

Export potential

Proposals aligned with demand, supply and commercial requirements.

03

Competitor analysis

Competitors, alternatives and differentiation opportunities.



04

Markets and distribution

Geographic priorities and partner categories.

05

Ideal Customer Profile

Attributes, decision-making roles, priorities and exclusions.

06

Action plan

Messages, channels, objectives and opportunity handover.

TRADE CONNECT · THE PROCESS

Research, contact and qualification.

1

Research and profiling

Relevant companies and contacts, project database and checks on available data.

2

Campaign design

Messages and sequences aligned with the offering, role, language and market.

3

Outreach and scouting

Email, LinkedIn, telephone and international networks, using agreed channels and applicable requirements.

4

Replies and follow-up

Manage conversations, explore requests and coordinate follow-up.

5

Sales handover

Through to a meeting or a request to discuss price lists, samples and supply terms directly.

The handover includes contact details and the context of the request.

QUALIFICATION CRITERIA

Fit	Role	Interest	Negotiation

INSIGHT 01 · OUR METHOD

From ideal profile to sales priorities.

We turn the company's offering, objectives and constraints into research criteria. Selection starts with the commercial context and is refined through data, matching and professional assessment.

OFFERING

Product, service, value

→

MARKETS

Countries, channels, priorities

→

ICP

Relevant companies and roles

01 **Offering analysis**

Business model, positioning, products and services, supply capacity and export potential define the research scope.

02 **Selection criteria**

Sector, size, structure, location and distribution channel define the ICP. Decision-making roles, priorities and exclusions complete the profile.

03 **Matching and priorities**

We match company attributes against project criteria. Available digital signals help explore compatibility and opportunities.

04 **Commercial assessment**

Scouting explores commercial relevance. In Trade Connect, direct dialogue verifies needs and interest in the offering.

TWO RESULTS, TWO LEVELS OF QUALIFICATION

Database: target fit. Trade Connect: expressed interest and handover for commercial discussion.

INSIGHT 02 · SALES INTELLIGENCE

Technology makes research more selective.

Proprietary matching algorithms and machine learning support data analysis and alignment with the ICP. Continuously updated databases and specialist public sources inform the research.

SOURCES AND DATABASES
Professional information

→

SIGNAL ANALYSIS
Attributes and context

→

MATCHING
Alignment with the project

Firmographics

Sector, activity, size, turnover, structure and geography: the company attributes that define the target.

Technographics

Technologies detectable online: e-commerce platforms, analytics, advertising and other identifiable tools.

Intent Data

Team expansion, new locations and business initiatives: signals to interpret when setting commercial priorities.

Data provenance

Information sources and updates, published and inferred data, email patterns and technical checks: distinct assessment factors.

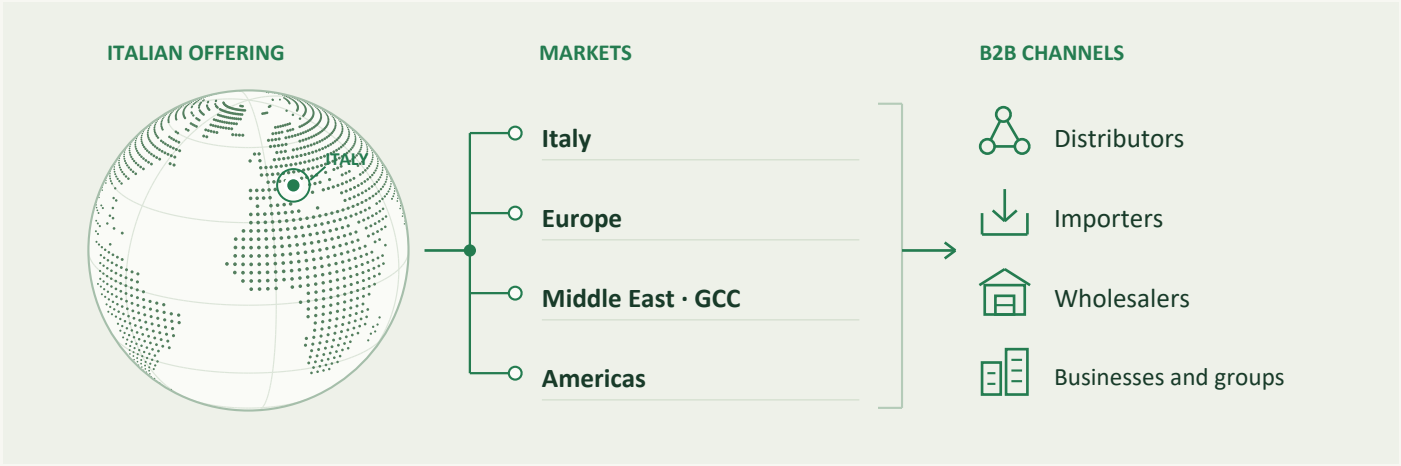
Signals guide research; interest is verified through dialogue.

Intent data and technographics: further analysis on request, quoted separately.

INSIGHT 03 · AREAS OF ACTIVITY

Markets and channels, chosen for your offering.

We work in Italy and in international markets selected for each project. Country selection reflects the product, distribution model and type of partner to be reached.



Italy

Direct customers, distributors and business groups. We define territory, sector and decision-making roles.

Central and Northern Europe

France, DACH and Nordic countries. We assess industry, company structure and access to sales channels.

Middle East · GCC

Saudi Arabia, UAE, Qatar, Kuwait, Bahrain and Oman. Scouting for importers and distributors.

Southern Europe

Spain, Portugal and Greece. We select companies, wholesalers and distributors aligned with the offering.

United Kingdom and Ireland

Research by country, sector and channel. Messages and materials are adapted to the project context.

Americas · North and LATAM

We select countries and routes to market: import, distribution or direct business relationships.

Country + sector + channel + partner = research scope

SPECIALISATION AND COMPLEMENTARY SERVICES

Technology and commercial expertise, combined.

We specialise in applying digital technology throughout research and qualification. Data analysis supports market mapping and company profiling; matching algorithms assess alignment with project criteria; scouting and direct dialogue explore commercial relevance and verify interest.



OPTIONAL SERVICES

International SEO
Multilingual content marketing
Dedicated landing pages
Multilingual websites

Separate quotation on request.

We combine digital analysis, professional assessment and knowledge of business relationships to deliver targeted databases and develop qualified contacts in Italy and abroad.

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