



# BUSINESS DATABASE OVERVIEW

*Our multi-channel Business Database is one of the larger multi-channel databases available. The database is a hybrid file built from compiled and proprietary data sources and combines postal, email, and phone data, as well as more than 20+ selectors to improve targeting. This includes firmographic and contact level demographic data. The database has been DPV confirmed to have 99% deliverable addresses.*

## SIZE

- 45 million individual business contacts
- 25 million distinct companies

## CHANNELS

- 45 million individual postal addresses
- 18 million records with email address and matching postal address
- 36 million records with business phone numbers

## COMPOSITION

- Over 20 selects (specific data fields) that can be used for targeting
- Selectors include firmographic and contact level demographic data

## SOURCES

Data has been compiled from input sources including:

- Seminar or trade show attendees
- City/State/Federal Agencies or Boards
- SEC filings
- Professional or Industry Associations
- Websites
- White/Yellow Pages and other online directories

## DATA VERIFICATION PROCESS

- Merge proprietary data with large national business database
- Validate record accuracy via cross-referencing process that includes live phone validation or online search/queries

## QUALITY ASSURANCE

- The file meets all DMA privacy, security compliances and is fully CAN-SPAM compliant
- Database is updated monthly and re-built quarterly
- Monthly change rate is approximately 4%

## SELECTORS

- Company
- All Address Information
- Latitude
- Longitude
- Telephone
- Fax
- URL
- SIC 1
- SIC 2
- SIC 3
- NAICS Code
- Sales Volume
- Number of Employees
- Time in Business
- Square Footage
- Number of PCs
- Name
- Ethnicity of Contact
- Gender of Contact
- Email Address
- Title

## SERVICES AVAILABLE

The following business data related services are available:

- Business to business email marketing
- Combination business to business/consumer email marketing using occupation and title codes
- Lead generation
- Data enhancement
- Postal list rental
- Business to business analytics

**ESTABLISHING RELEVANCE. DRIVING RESULTS.**