



# U.S. Business Database

Business information with a human touch to power your success.

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There is one place you can find fresh, accurate and targeted information about virtually every business in the United States: the U.S. Business Database from Experian. You'll find precise information on more than 16 million active U.S. companies — even those less than a year old. You can view this data, through more than 60 filters, to see the exact information you want. If you're looking for new commercial prospects who can use your products or services, no other business database in America is as thorough, current and accurate as Experian's.

## Today's Marketing Challenges

Regardless of your company's size, you likely are facing one or more of these common marketing challenges:

**Targeting the right customers** — The business landscape is constantly changing. Companies shutter. New ones rise. Information that was accurate yesterday may not be valid tomorrow. To maximize marketing return on investment, you need to target businesses that can best use your information today.

**Enhancing your customer knowledge** — Widely published marketing metrics show that you have a 60 percent to 70 percent chance to sell to existing customers versus just 5 percent to 20 percent for prospects. Deeper insights into the nature of your customers can help you better design and communicate your offers.

**Finding decision-makers** — Identifying the right businesses to target is useful, but reaching a decision-maker is key to driving new business. Knowing and understanding business owners and executives can help you make your messaging customer-centric, speaking directly to the issues that matter most to them.

## Get the information you need

Human verification, while difficult, is the only way to properly clean, confirm and enforce quality. Compiled from more than 6,000 sources and validated with verification calls each day from U.S. call centers, Experian's U.S. Business Database lets you view its deep, rich information repository through a wide variety of filters:

- **Standard Industrial Classification (SIC) or North American Industry Classification System (NAICS) codes** — Select using our proprietary version of the government's SIC coding system.
- **Number of employees or estimated sales volume** — Select by actual work force size or location sales volume.
- **Geographic area** — Select by state, county, ZIP Code™ or area code.
- **Professional specialty** — Target physicians, veterinarians, certified public accountants, attorneys and other professional specialties.

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### Detailed profiles

Experian's profiles give you a detailed description of each company:

- Company name.
- Names and titles of key executives.
- Full address.
- Phone number.
- Email address.
- Website address.
- Type of business (SIC or NAICS code).
- Number of employees.
- Annual sales volume.
- Corporate Linkage (headquarters, branch and subsidiary information).
- Public company indicator.
- Geocodes — latitude and longitude.
- Year established.
- *Fortune* rank (if any).

### Key differentiators

Experian's U.S. Business Database is by far the most complete data repository of its kind:

- Data aggregated from more than 6,000 sources.
- Information on businesses of all sizes.
- Includes information on newly established businesses.

### Accuracy

Experian® is fanatical about data accuracy:

- All business records are telephone-verified.
- Fill rate is 100 percent on businesses' addresses and phone numbers.
- More than 25 million verification phone calls are made annually.
- More than 60,000 businesses are reached daily.
- Actual field visits are made to test data accuracy.

To find out more about the U.S. Business Database and how it can support your company's marketing efforts, contact your local Experian sales representative, call 1 800 520 1221 or visit [www.experian.com/b2b](http://www.experian.com/b2b).

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