Equifax Business-to-Business Marketing Lists

Key benefits

A strong sales pipeline starts with quality leads.

> **Increase ROI** of your marketing campaigns with greater coverage and quality

> **Identify and reach targeted prospects** that match your qualification criteria

> **Align sales and service priorities** with customer value to increase your customer's satisfaction

> **Maintain fresh customer data** and enrich with additional valuable attributes

B2B marketing just got easier

In sales and marketing, lists matter — especially in business-to-business (B2B) campaigns. Marketing lists that fail to define a target audience can break the best of campaigns. To be successful, you need tools to help you cut through the clutter and beat your competition to the best sales opportunities.

That's exactly what you get with Equifax B2B Marketing Lists. Using our unique data, advanced analytics and proprietary technology, you can hone your marketing lists to:

- Quickly identify, reach and connect with your target audience.
- Boost your marketing qualified leads.
- Cross-sell and up-sell within your existing customer base.
- Generate a higher return-on-investment for your sales and marketing dollars.

Increase your response rates

Equifax B2B Marketing List customers in the U.S. consistently see up to an 10 percent lift in their campaign response rates due to key advantages that differentiate our solution from the one-dimensional lists available through other providers.

- **Small business expertise**—Underscoring our deep knowledge of the small businesses that drive our economy, we update our databases weekly with more than 50,000 new businesses—not monthly like other providers.

- **Fresh, high quality contact data**—All our records are phone-verified annually and date stamped, designed to ensure you receive high quality contact data.

- **Smart mix of commercial and consumer data**—Unlike other providers, we help you make relevant connections between consumers and their businesses, by identifying those consumers who are also executives at prospective organizations or business owners.

- **Lists segmented according to your risk profile**—Our ability to append non-financial commercial credit scores can help refine your marketing lists to mirror your ideal customer and predict financial risk by recognizing payment delinquency and the likelihood of business failure.

- **Linked contacts to key businesses**—Each contact can be linked to a business with the EFX ID®, which is a unique identifier, helping you incorporate them easily into your current systems. The EFX ID will help you keep new contacts up-to-date and linked to business data.

more ›

Equifax Business-to-Business MarketingLists — available selections

Classification	Multi-sourced data
TYPE	B2B business list, 100% compiled
Universe Size	18MM+
Base cost*	$100/M
Minimum order	$2,500
Date verified	Verified every 30 – 60 days, and updated daily

The Equifax Business-to-Business (B2B) Marketing List database is compiled from multiple sources, which are continually growing to provide greater coverage. This database is verified annually and updated daily. Core elements of all business records are verified, and date stamped upon verification. Select from the database using different criteria such as geography, industry classification, business firmographics or business credit information.

Available options are:

- Multiple usage
- Enterprise licenses
- Bi-weekly, monthly or quarterly updates
- Volume discounts

**Prices are in U.S. dollars and are subject to change.*

SELECTS

Core firmographics:
EFX ID
Physical Address
Mailing Address
Telephone Number

Legal and brand linkage:
Headquarters Parent EFX ID
Domestic Ultimate Parent EFX ID
Global Ultimate Parent EFX ID

Industry segmentation:
SIC
NAICS

Contact information:
Primary Contact/Title
CEO/CFO/CIO

Business profile:
# of Employees (Corporate and Local)
Annual Revenue
Business Legal Status
Year Established

Business risk:
Business Credit Risk
Business Failure

Marketability:
Telephone Confirmation Date

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