

## Business Data Appends *Augment B-to-B marketing*

To strengthen your business-to-business marketing efforts, we can provide you with additional information about the companies in your business files. This enhancement process allows you to more precisely identify, segment and select names for your mailing so you can create targeted, relevant messaging that can improve your response rates.

### The business enhancement process

Based on the data criteria you specify, or that our data analysts recommend, we compare your business file against the enhancement files, which are pulled from two of the most respected business data compilers available today – InfoUSA and Dun & Bradstreet. Where there's a match, we copy (append or overlay) the information from the enhancement file to your data records. You'll have at your disposal a vast array of accurate, robust data you can put to use to meet your specific marketing goals.

### Business data appends include:

- Company Name & Address
- Company Name, Address & Telephone
- ABI Number
- ABI Number with Company Name & Address
- Telephone Number only (Reverse Phone)
- Contact Name, Title, Gender
- Company Name & Mailing Address
- Location (Secondary) Address
- Telephone Append
- Fax Number
- Verify Input Telephone
- Location Type/Business Status Code
- Year Started/First Appearance
- Public Company Indicator
- Stock Exchange Code
- Advertising Size Code
- County Code
- Population Code
- Subsidiary Parent Number
- Ultimate Parent Number
- Primary SIC
- Primary SIC Description
- Secondary SICs (up to 4 SICs), each SIC
- Franchise Flag
- Franchise Codes
- Employee Size (range) at this location
- Actual Number of Employees
- Sales Volume (range) at this location
- Office Size Code
- Parent Employment (range)
- Actual Parent Employment
- Parent Sales Volume (range)
- Est. Actual Parent Sales Volume
- Individual/Firm Code
- Industry Specific Code
- Reverse Phone Match (telephone number appends)

### We'd like to tell you more

At QuadData Solutions, we offer comprehensive data-driven marketing capabilities that can be tailored precisely to your needs. For details, please contact us today.