

Data Quality

Trust our consumer and business lists to connect you to your targeted audience.

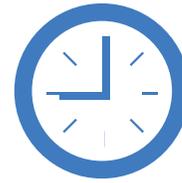
Having accurate and complete information on your prospective customers is key to the success of your next sales or marketing campaign and your business's continual growth. With more than 500 full-time researchers dedicated solely to building, verifying, and continually updating our databases, InfoUSA offers the most accurate business and consumer information available. **We do all this to help you:**



Ensure your message gets into the right hands.



Get the best return on your investment.



Save time and resources.

BUSINESS DATA TO HELP YOU REACH YOUR TARGETED AUDIENCE

To build our business database, we start by compiling data from thousands of resources. Then we add information from over 250 new business sources such as:

- ✔ Secretaries of state
- ✔ Telephone directories
- ✔ Utility connections
- ✔ County courthouses
- ✔ Public record notices

InfoUSA also uses web research, news monitoring, and user-generated content to validate and update records. All the while our deliverability team uses United States Postal Service hygiene processes and proprietary methodology to provide each record with the most accurate address possible.

Then InfoUSA does something no one else does. We call businesses to verify and update key information on file. Not just the large businesses—all businesses. Executives are constantly changing, businesses open, close, or move. Speaking with these businesses allows us to keep the data as current as possible. Our attention to detail is why the top search engines have all chosen to use our databases to power the world's inquiries.

After the records are verified, various data compilation applications run in the background attaching credit scores, sales volume, and many other important facts you might need to target the perfect audience.

CONSUMER DATA THAT ENSURES YOUR MESSAGE IS DELIVERED.

For our consumer database, InfoUSA uses 29 billion records from over 100 different sources to aggregate our database every year. We gather raw data from sources including:

- ✔ Voter registration files
- ✔ Utility connects
- ✔ Bill processors
- ✔ Behavioral data
- ✔ Real estate and tax assessments

Then we integrate dozens of proprietary enrichment sources so you have a complete picture of the demographic and lifestyle attributes of your prospects. With a full rebuild every month, the U.S. consumer database sets the standard for unparalleled quality, while its comprehensive demographic and lifestyle attributes allows for creative solution building for any marketing or research campaign. Target individuals or households by income, age, ethnicity, or any number of available selects.

SPECIALIZED DATA THAT HELPS YOU TARGET YOUR MESSAGE.

Beyond our core business and consumer databases, we offer:

- **40+ specialty lists** that make finding highly targeted data on businesses and consumers fast and easy. Lists include Executives, Small Business Owners, Manufacturers, Physicians & Surgeons, New Businesses, New Homeowners, New Movers, Households with Children, Affluent Households, and more.
- **90+ TargetReady Models™** covering major behavioral and attitudinal categories. Each model is built using an extensive set of customer characteristics, including a full array of demographic and psychographic data elements. Scores are available on every record within our consumer database.

In addition, we offer hundreds of selection criteria across all of our databases, lists, and models that allow customers to slice and dice our information in the way that best suits their needs.

ABOUT INFOUSA

For over 40 years, millions of businesses have relied on InfoUSA to help target and acquire new customers, grow their sales, clean and update their databases, and make business credit decisions. InfoUSA compiles the most up-to-date marketing lists and sales leads containing powerful, in-depth demographic information. And, we make it easy to reach potential new customers with our complete direct mail and email marketing services, which include everything from the targeted list to design and delivery.

Call us today at 800.835.5856
or visit us online at **www.infousa.com.**