

Business Lists

B2B marketing that always hits the target



A growing business needs sustenance to help it thrive and expand. Business Lists from Experian™ help by providing an unrivalled and compelling range of information. Using them you can discover the new customers, leads and prospects to help propel your organisation to new levels of profitability.



The high quality Business Lists from Experian will ensure that your campaigns are accurate and yield a rapid return-on-investment.

Our Business Lists are based on a unique resource – 5 million records held in our National Business Database (NBD), that includes millions of ready-to-mail records for both limited companies and non limited businesses.

Comprehensive selection criteria ensure you can target your direct marketing activity extremely precisely. You can select a list, using the industry's widest range of selection criteria, from the most comprehensive business database in the UK that includes Yellow Pages and Thomson Directories – and covers all regions and business types.

Our unmatched depth of data is drawn from impeccable sources and offers:

- 5 million records
- 2.7 million ready-to-mail records (limited and non-limited)
- 2.3 million decision makers
- Access to over 500,000 opted in decision makers via email

- 150 different selection criteria
- Unique access to Yellow Pages data
- Thomson data



Incorporating

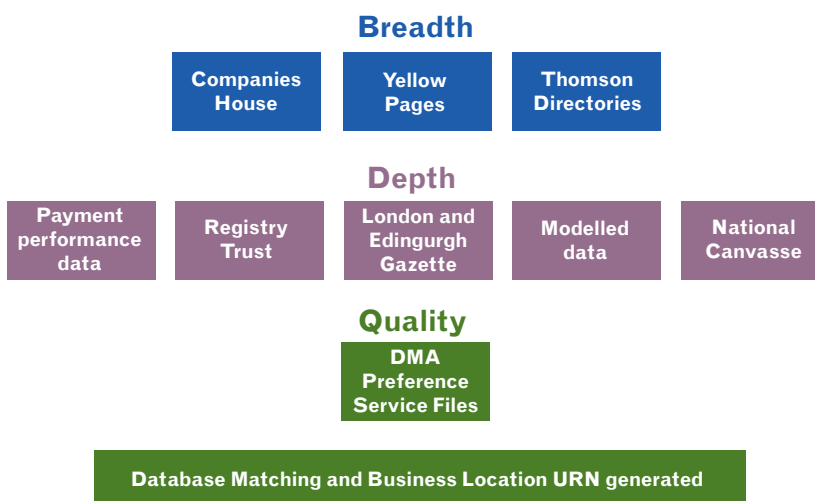


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The benefits of Business Lists from Experian

Business Lists from Experian provide you with the most wide ranging and up-to-date information available. We exclusively compile data from leading sources, including Yellow Pages and Thomson Directories, to ensure the most comprehensive choice and a raft of industry-leading benefits, including:

- Pre-Screened Data that roots out businesses with bad financial performance and highlights most profitable prospects
- Propensity lists of the businesses most likely to buy your products/services based on proven purchasing histories
- A hot list of New Opportunities, with the latest updated business information, featuring approximately 10,000 records every month, available to you before your competitors
- Ability to target new business start ups 500,000 opted in business email addresses, 100 per cent verified
- Fully managed email service to track success of every email sent
- Option to integrate direct mail with follow up reminder email, which can increase response rates by up to 15%¹
- The ability to plan campaigns that hit their targets



These are only some of the compelling advantages of Business Lists from Experian.

To find out more contact your Experian Account Manager or call 44 (0) 8700 12 11 11.

Alternatively you can e-mail: Business2Business@uk.experian.com

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¹Source: Banta Corporation White Paper "Multi-Channel Marketing Strategies"

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