

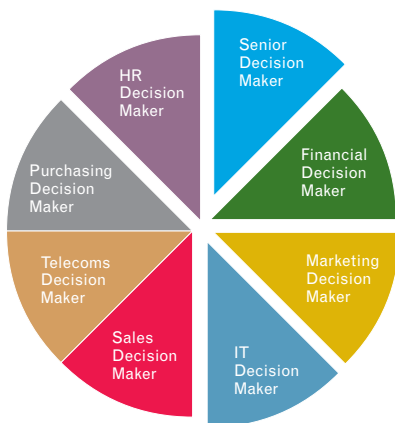
Named Decision Makers Database

Target your communications with unbeatable precision



Being able to hone your communications to get the right message to the right people at the right time will have a major impact on the success of your marketing initiatives.

Slice it the way you want



The Named Decision Makers Database from Experian enables you to target your campaigns more efficiently than ever before. You can now choose from 24 industry sectors, from IT and Telecoms to Public Services. In addition, you can further target your communications using Yellow Pages, Thomson and SIC classifications to identify the most profitable low risk limited and non-limited businesses. You can then take your targeting a step further and contact named people according to their specific job function. It's a great way to ensure that your communications reach the right audience and deliver a significantly better return on investment.

Precisely targeted

The Named Decision Makers Database from Experian is designed to give you a new level of precision. It's part of our commitment to delivering the exceptional quality and value our customers deserve – and no less than you'd expect from the UK's leader in business data.

The database offers the chance to search eight critical job function fields:

- Financial Decision Maker
- HR Decision Maker
- IT Decision Maker
- Marketing Decision Maker
- Purchasing Decision Maker
- Sales Decision Maker
- Senior Decision Maker
- Telecoms Decision Maker

The benefits of the Named Decision Makers Database from Experian

The database is a springboard for building great value leads and forging lasting business relationships built on genuine mutual benefit.

There is no better way to target people precisely and ensure that your investment in data pays you back.

You can greatly refine your targeting and segment your list data by searching according to a range of business selection criteria such as:

- Industry sector – filed under 24 separate sector codes
- Detailed financial information
- Site data – single site, branch, regional head office and national head office
- Yellow Pages, Thomson and SIC business type classifications to identify most profitable prospects
- Limited companies and non-limited businesses, including small offices and home workers

Named business data does decay rapidly – people regularly change companies, go on maternity leave or get promoted. That's why Experian researches and refreshes the Named Decision Makers Database regularly. So you can rely on every single list being live, current and ripe with opportunities to build lasting, valuable business relationships.

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Additional selection criteria include:

1. Pre-Screened Data – helping to weed out high-risk prospects and identify the best opportunities to your business
2. SoHo flags
3. Premise type
4. Company type
5. Turnover
6. Number of employees nationally and/or at site
7. Postcode area
8. Town
9. County
10. Listed and/or not listed on preference services

The Named Decision Makers Database from Experian.

Ask your Experian Account Manager for it by name or call us on 08700 12 11 11 to find out more.

**Alternatively you can e-mail: Business2Business@uk.experian.com
www.experianbi.co.uk**

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