

# Pre-Screened Data

Prepare for more business



As the number of failing businesses increases every year, finding stable, profitable business prospects is more of a challenge than ever before. Marketing to high-risk businesses reduces the ROI of your marketing campaigns, reduces conversion and exposes your business to unnecessary risk and bad debt.



Pre-Screened Data from Experian™ is a highly effective suppression service that roots out commercially unstable targets from your new business prospect list.

Linked to the National Business Database (NBD), which holds 5.1 million business records, Pre-Screened Data from Experian screens records to indicate whether a business is high risk for failure.

This invaluable service utilises Experian's market leading scorecard to predetermine passed business records.

### The benefits of Pre-Screened Data from Experian

Pre-Screened Data from Experian is a must-have protection system that ensures you're armed with a wealth of low-risk prospects ready to sign up and convert into long-term profitable customers.

With Pre-Screened Data you can not only be confident that you're marketing directly to low-risk and stable businesses but you'll also reap the benefits that follow. For example, the use of Pre-Screened Data enables you to:

- Target your most profitable prospects with precision
- Weed out the high-risk prospects
- Identify the best opportunities for your business
- Get more out of your marketing campaigns while cutting costs and reducing your list volumes by approximately 15%\*
- Improve the efficiency of your direct marketing campaigns
- Improve the quality of your sales leads
- Save time and unnecessary expensive sales visits by avoiding financially unsuitable businesses
- Make better informed marketing decisions
- Increase the speed at which you convert prospects to customers
- Determine the right prospects for your business with further selection criteria
- Save the embarrassment of turning a business away at the closing stage of a deal
- Grow your profits



Incorporating



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\* Pre-Screened Data is a screening service that is intended for marketing purposes only. For the avoidance of doubt, Experian Limited disclaims all implied or express conditions and gives no representations or warranties in relation to the use of Pre-Screened Data for any other purposes (including, but not limited to risk management purposes).

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**These are only some of the compelling advantages of Pre-Screened Data from Experian. To find out more contact your Experian Account Manager or call T 44 (0) 8700 12 11 11.**

**Alternatively you can e-mail: Business2Business@uk.experian.com or visit: [www.experianbi.co.uk](http://www.experianbi.co.uk)**

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