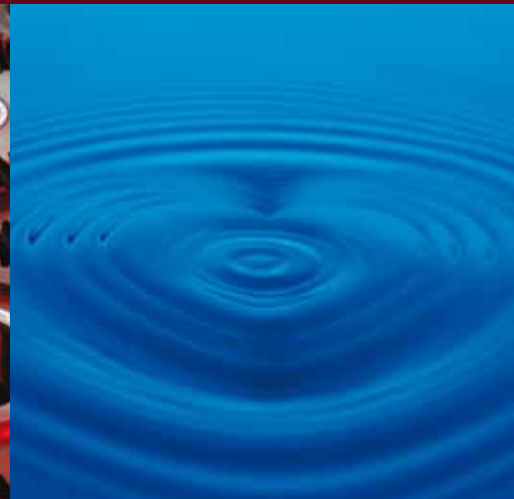


**EQUIFAX**<sup>®</sup>

Commercial Information Solutions

# Equifax B2BConnect

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# B2B marketing intelligence that really delivers

As every marketer knows, quality data is the foundation of any successful direct marketing campaign. We're passionate about data, and dedicated to empowering you with marketing solutions that help you meet your aims efficiently.

B2BConnect is a powerful prospect pool covering corporate and non-limited businesses. Built on Companies House information, Thomson Directories and a wealth of other data sources, B2BConnect offers a comprehensive and broad foundation to base your marketing campaigns on. With full UK coverage comprising of 3.1 million 'marketable' records and over 150 variables to segment by, you can be sure of a wide pool of UK businesses to target combined with the precision needed to tailor your campaigns to the right audience.

B2BConnect is regularly refreshed to ensure it contains the latest business intelligence. This means we can help you avoid contacting businesses that have ceased trading, which can negatively impact your return on investment. We

also screen against the Corporate Telephone Preference Service (CTPS) so you can be sure that your reputation won't be at risk by accidentally targeting a business that has opted out from telemarketing.

## **Enriched understanding**

As a business information provider, we hold one of the UK's largest and most comprehensive B2B databases, which includes a wealth of intelligence about their owners, directors and finances. This means we can help you gain a solid understanding of the organisations and decision makers that you are targeting.

We are ideally placed to help you gain a better understanding of an organisation's structure to enable your campaigns to be perfectly targeted.

We can help you understand which trading addresses the decision makers are based at, as well as give you a picture of any parent and subsidiary companies.

Residential address flags help you better understand and communicate the right message to SOHO businesses, whose purchasing habits can differ greatly to SMEs or large companies. And our credit risk expertise enables you to pre-screen organisations for their financial status and stability, so you can ensure you only contact low-risk business with long-term opportunities for profitable growth.

### **Empowering you**

We know each organisation is different, which is why we're dedicated to meeting your needs. Whether you require a wide prospect pool or a niche segment, available through a multi-use or single license, our flexibility allows us to provide the right solution. And we can supply our data in a variety of formats, enabling you to start executing campaigns with the minimum of fuss.

**Invite Equifax into the heart of your marketing strategy**

**Call us on 0845 603 9960 or email: [b2bmarketing@equifax.com](mailto:b2bmarketing@equifax.com)**

## **Increase the effectiveness of your marketing strategies, with B2BConnect**

- 3.1 million 'marketable' business records.
- Full UK coverage.
- Limited & non-limited businesses.
- Over 150 variables available.
- Telephone numbers.
- Number of employees, available at organisation and site levels.
- Credit pre-screen flags.
- Residential address indicators.
- Multiple industry classifications, including SIC codes and class codes.
- Corporate linkage information.
- Access to additional decision maker contact names.
- Access to over 250,000 email addresses.

**EQUIFAX**<sup>®</sup>

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