

FUEL YOUR B2B SALES PIPELINE WITH QUALITY LEADS



The success of your B2B marketing campaigns is, first and foremost, dependent on the accuracy of your list. After all, no matter what your message or offer might be, if it doesn't reach the right target audience, you have no chance to win the sale. The right target audience is the lifeblood of your organization.

CREDIT PLUS' B2B MARKETING LISTS POWERED BY EQUIFAX® ALLOW YOU TO:



Quickly identify, reach and connect with your target audience



Cross-sell and up-sell within your existing customer database



Generate a higher return on investment for your marketing dollars

WHAT MAKES OUR LISTS BETTER?

- **Fresh data** – Our databases are updated weekly with around 50,000 new businesses – not monthly like other providers.
- **Accurate data** – All our records are phone-verified annually, updated daily and date stamped once verified to ensure you receive high quality contact data.
- **Smart mix of commercial and consumer data** – Unlike other providers, we help you make relevant connections by identifying those consumers who are also business owners or executives at prospective companies.
- **Lists segmented according to your risk profile** – Our ability to append non-financial commercial credit scores can help refine your marketing lists to mirror your ideal customer and predict financial risk by recognizing payment delinquency and the likelihood of business failure.
- **Linked contacts to key businesses** – Each contact can be linked to a business with the EFX ID®, a unique identifier that helps you incorporate contacts easily into your current systems and keep new contacts up-to-date and linked to business data.



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call: 800.258.3488

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WE BUILD BETTER LISTS

The B2B Marketing database is compiled from multiple sources, which are constantly expanding to provide greater coverage. You can make selections from different criteria such as geography, industry classification, business firmographics or business credit information.

A proven resource, our customers consistently experience up to a

**10% LIFT
IN THEIR
CAMPAIGN
RESPONSE
RATES**

with our B2B Marketing Lists.



AVAILABLE OPTIONS ARE:

- + Multiple usage
- + Enterprise licenses
- + Bi-weekly, monthly or quarterly updates
- + Volume discounts

SELECTS INCLUDE:

Core Firmographics:

EFX ID
Physical Address
Mailing Address
Telephone Number
Email Addresses

Legal and Affiliate Linkage:

Headquarters Parent EFX ID
Domestic Ultimate Parent EFX ID
Global Ultimate Parent EFX ID

Industry Segmentation:

SIC
NAICS

Contact Information:

Primary Contact/Title
CEO/CFO/CIO

Business Profile:

of Employees (Corporate and Local) Annual Revenue
Business Legal Status
Year Established

Business Risk:

Business Credit Risk
Business Failure

Marketability:

Telephone Verified

Let our B2B Marketing data **fuel your success**

Contact your Credit Plus Account Executive for more information or visit creditplus.com/business-credit-reports for more information.



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