

EXPERIAN BUSINESS FILE

Test our National Business Database against other business data sources, incorporate lists into frequently scheduled mailings or allow us to append business data and risk scores that other sources couldn't provide. Our comprehensive database — including more than 16 million businesses — combines business demographic and credit information and encompasses all industries and geographic regions.

Experian's specialty business files include:

- ◆ Hotline FileSM: new businesses and new movers – more than 250,000 monthly
- ◆ Cottage File: home-based businesses nationwide – more than 2 million
- ◆ Risk Reducer: eliminates businesses with derogatory credit information from your list, such as bankruptcies, derogatory legal filings, collection accounts or late payments – approximately 1 million
- ◆ Commercial IntelliscoreSM: a modeled score that predicts likelihood of 90-day delinquency within the next six months for businesses crossing all industries and sizes – more than 9 million scored credit records

Benefits:

- ◆ Discover millions of business listings not found in other compiled lists
- ◆ Keep current on address changes and new business openings with monthly updating
- ◆ Get reliable credit information for business-to-business marketing
- ◆ Business Identification Number – persistent ID assigned to each business record
- ◆ Data quality – millions of televerified records, all of which are corroborated; no self-reported data

experian®

Selects Available:*

Business name and address	Estimated number of employees
County code	Key executive gender
Employee size code	Location code
Key executive name with title	Ownership code
Phone number	Oxford life cycle predictor
Primary SIC code	Year business started
Additional SIC codes	Years in business
Sales size code	Commercial Intelliscore SM
ZIP + 4	Cottage industry indicator
Business type code	Hot line date
Carrier route	Hot line new business indicator
Change in ownership date	Risk Reducer indicator
Estimated annual sales size	

* Available selects are subject to change at any time at the discretion of the data owner or data provider on the MarketFox system.



Total count:

16 million approx.

Base name and address:

\$75/M (one-time use)

Source:

Experian's business credit database, national business white and yellow pages directories, state and federal public records, financial and industrial directories, Secretary of State records, proprietary marketing data sources and Experian's tele-verification process.

Unlimited usage rates available

Minimum order: \$150

Suggested users:

- ◆ Banks and financial services
- ◆ Business catalogers
- ◆ Communications companies
- ◆ Insurance companies
- ◆ Office equipment/supply companies
- ◆ Oil/Petroleum companies
- ◆ Publishers
- ◆ Training and consulting firms
- ◆ Other B2B direct marketers

TRIAX DATA, INC.

800 S. Gay St., Suite 650
Knoxville, TN 37929

TF: 888.241.9559

PH: 865.971.4333

FX: 888.240.7897

www.triaxdata.com