

Identify Businesses

BIZBASE: LIST SELECTIONS

Smarter B2B Targeting



Claritas BizBase is a comprehensive database of business enterprises for the entire U.S. to help you target your best B2B customers. Among the unique advantages of Claritas BizBase are the ethnicity and gender coding of the principals and the ethnicity/race and population trade area coding.

Claritas BizBase provides you with in-depth information on 77 million U.S. business contacts. With the largest B2B file available today, Claritas provides you with the critical business information you need identify business prospects and uncover sales and marketing opportunities in a timely fashion, so you can acquire new customers.

With its enormous nationwide reach, Claritas BizBase enables you to access and download marketing records for telemarketing, direct mail, competitive analysis, territory management, market analysis, and more. This file contains information on small, privately-owned firms and large, publicly-owned companies. Pinpoint potential business customers by targeting specific industries, geography, size of company, executive names, titles, ethnicity and more.

Claritas BizBase is the most comprehensive business database in the U.S. with a veritable plethora of selection criteria. The database is updated monthly to ensure the most current data for direct marketing campaigns. Critical to the value of the Claritas BizBase file is its dynamic nature: this multi-sourced file is updated continuously through mail surveys, management interviews, public records, bank records, and other third party and government sources.

To learn more about how Claritas can help you succeed in today's marketing world, contact us at 800.234.5973 or visit www.claritas.com



SELECTION CRITERIA

Some of the most frequently used selection criteria are listed below.

Geographic

- Postal Geography
- Census Geography
- Retail Trade Area
- Television Area (DMA)
- Telephone Area Code
- Geo-Demographic Definition

Operations

- Branch or Subsidiary
- Business Status
- Small Business Indicator

Industry

- Standard Industry Class (SIC)
- North American Industry Class (NAIC)

Targeting

- Annual Sales Volume
- Number of Employees
- Job Title/Function
- Ethnicity/Race of Principals
- Ethnicity of Trade Area
- Trade Area Population
- Sales Volume of Site
- Minority Classification
- Women Owned Indicator

Custom criteria using other DirecTarget® Services and Modeling are available upon special request.

