

# EQUIFAX COMMERCIAL MARKETING

**Drive smarter revenue and build deeper customer relationships.**



**Discover growth markets.**

Identify growing business opportunities and trends.



**Acquire new customers.**

Target businesses and streamline onboarding, while managing risk.



**Manage relationships.**

Monitor business customer risk and seek opportunities to expand.



**Recover valuable customers.**

Assess value or end relationships while mitigating losses.

**DIFFERENTIATED  
DATA MAKES A  
DIFFERENCE:**

**241M+**

Business records  
from 237  
countries

**80.9M+**

U.S.  
businesses

**24M+**

Marketable  
U.S. businesses

**475K+**

New U.S.  
businesses added  
each month

*Transaction data is updated monthly to ensure marketing relevance.*

## PUT THIS DATA TO WORK FOR YOU

### **B2bConnect**

**Make better decisions faster! When it comes to data-driven decision-making, we've got you covered across the full life cycle of your customer.**

- Approve and onboard new customers.
- Clean and enrich your customer data.
- Create your target personas.
- Understand your existing footprint and potential target sectors.
- Link your consumers and businesses.
- Build and refine prospect lists.
- Create personalized customer experiences to keep them engaged.

## EQUIFAX COMMERCIAL MARKETING

### B2bConnect™ Solutions

#### **B2bConnect**

Target the right businesses and buyers with the B2B account data you need to prospect, segment, and retain key clients. Unlike other providers, we help you make smart connections between individuals in your database and the businesses they may own, along with the ability to segment lists according to your risk profile by appending nonfinancial commercial credit scores.

#### **B2bConnect Plus**

By layering Enigma's card revenue data and the B2bConnect files from Equifax, this solution helps you discover fast-growing prospects in near to real-time, enabling precise targeting and segmenting based on annual revenue and growth.

#### **New Business Hotlists**

Target thousands of new small to mid-sized businesses and business locations each week with a comprehensive list leveraging multiple data sources: telecommunications, business registrations, public findings, and domain name registrations. Our database is updated with up to 67,000 new businesses and business locations weekly and 4+ million new business records annually.

#### **Equifax Link™**

Using sophisticated data-linking technology, Equifax Link connects data from Equifax's small-business databases and consumer files to give you a 360-degree view of customers who are also business owners or principals and the businesses that might be associated with them. This robust solution helps you achieve better market targeting.

#### **B2B Prescreen**

Identify and target your most promising and profitable prospects. By leveraging robust commercial and consumer data, B2B Prescreen helps identify prospects based on their likelihood of making on-time payments and their propensity to make a purchase. It goes beyond basic firmographic data such as industry and company size and provides a look into predictive data elements.