



## B2B Data Insights™

Gain insights to make informed decisions with Experian's business-to-business (B2B) marketing database service.

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B2B Data Insights™ helps marketers acquire, grow and keep the most profitable business customers. Our uniquely tailored data-integration service, coupled with our consultative, analytical and collaborative approach, will give you the confidence to execute marketing campaigns that will boost your profitability.

### Cleanse, standardize, organize and consolidate customer data to achieve a single view

B2B Data Insights leverages the power of Experian's Data Synthesis™ by assigning a unique Business Identification Number (BIN) to each of your customer records. Once BINs are applied, your customer file can be appended with multiple sources of data, including Experian's U.S. Business Database. Corporate hierarchies can be revealed using Experian's proprietary TrueSearch<sup>SM</sup> technology to show more precisely how your customer accounts are connected to create a single customer view.

### Develop insights with custom models and predictive analytics

In today's challenging market conditions, it is more important than ever for marketing leaders to both drive revenue and maximize profits from their marketing campaigns. Marketers strive for continuity by refreshing, updating and refining both your data and your targeting frameworks in order to develop the insights you need to achieve your desired results.

Our unique analytical methodologies can address the key challenges that B2B marketers face today:

- **New prospect identification and customer segmentation** — We can tell you which firms might need which of your products and services, what their spend levels are likely to be and which segments are likely to yield you the best net margins. We can create an in-depth prospecting database segmented in a way that helps your sales force find new customers; maximize cross-sell and up-sell opportunities; and discover new market segments, verticals or geographies to target.
- **Propensity and opportunity modeling** — Knowing how likely it is that your prospective customers will buy products or services from you is critical to business success. What's different about our approach is that we don't just tell you about your prospects; we create unique models or propensities based on your place in the overall market. These insights will help you maximize returns by effectively allocating your resources to the appropriate channels.
- **Risk prediction** — By leveraging the thorough and accurate business credit information from BizSource<sup>SM</sup>, we can reduce your risk by understanding your prospects' current and future performance. Once we are able to help you distinguish which of your prospects are growing, contracting or in a state of flux, you will be able to determine which products and services are best targeted to each prospect.

## Closed-loop prospect management

We drive incremental improvements by ensuring that the results of your marketing campaigns are fed back into the database. In this way, opportunity models can be refined over time and contact management rules can be both applied and improved upon based on your past campaign results.

## Managing your information together

A key component of ongoing data management is the business rules defining how your data is to be managed. The process is a highly collaborative one where our expertise in data management combined with your communications and contact-management strategy results in an extensive range of rules that are to be applied to the database. Together, we can work through these highly complex rules and evolve them over time as your needs and requirements change.

## Flexible delivery options

Today, companies are looking for providers that can deploy software services and data in a manner that is consistent with their goals, objectives and operational requirements. We understand that some companies desire the ability to manage their own software, while others wish to use a hosted product. Experian® can accommodate both of these options with the same level of functionality and benefits.

Some of our delivery options include:

- **Batch** — Submit a file directly from your Customer Relationship Management (CRM), and we'll process and return it to you for upload.
- **Direct connection** — We can perform updates via application programming interface directly into your CRM system.
- **Hosted** — We can host your client data and implement campaigns.
- **Web service** — Access your enhanced customer and prospect data online via a customized Web-service tool.

To find out more about B2B Data Insights, contact your local Experian sales representative, call 1 800 520 1221 or visit [www.experian.com/b2b](http://www.experian.com/b2b).