

# B2B Life Cycle Prospecting

Companies are looking for what you sell. Stop fishing, start catching.

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To maximize your opportunities, you need superior information — the kind of information Experian's business-to-business (B2B) life cycle prospecting provides.

Experian's Business Information Services can help you identify, target and market directly to the decision-makers for the products or services you offer. Using advanced data-mining capabilities and the industry's most sophisticated algorithms, we deliver information you can use to get maximum results from your next B2B marketing campaign. Our marketing and prospecting products are extremely cost-effective, and they're backed by professional customer service that is responsive, knowledgeable and available when you need it.

## Today's biggest marketing challenges

Regardless of your company's size, you likely are facing one or more of these common marketing challenges:

1. **Targeting the right customers** — The business landscape is constantly changing. Companies shutter. New ones rise. Information that was accurate yesterday may not be valid tomorrow. To maximize marketing return on investment (ROI), you need to target people who can best use your information, today.
2. **Expanding relationships with your existing customers** — Widely published marketing metrics show that you have a 60 percent to 70 percent chance to sell to existing customers versus just 5 percent to 20 percent for prospects.
3. **Understanding your market segments better** — Deeper insights into the nature of your market can help you better design and communicate your offers.

4. **Effective market segmentation** — Accurate market segmentation can help you make your messaging customer-centric, speaking directly to the issues that matter most to them.

## For every problem, we have a solution

Experian's marketing and prospecting products can help you overcome marketing challenges, optimize your marketing dollars and drive more sales. These products allow you to effectively:

- Maximize sales for your existing customer base.
- Identify and target prospects who mirror your primary customer profile.
- Market directly to people empowered to buy your product or service.
- Segment your market by any number of variables to structure your marketing campaigns more effectively.

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### A complete suite, so you can grow and grow and grow

**U.S. Business Database** — Gain access to 16 million active U.S. businesses and 19 million contacts names via the largest and most accurate human-verified business database available. You can mine this data using a range of variables, including name, multiple addresses, phone number, line of business, year established, multiple contact names and titles, number of employees, sales volume, URL and geo /Standard Industrial Classification code/ sales/credit.

**Business email services** — Make the most of your email campaigns by leveraging Experian's accurate, comprehensive and verified email address database. Our database contains more than 55 million email addresses, many with multiple contacts per company. 100% of our records have matching postal addresses.

**Experian Marketing Analytics** — Data may give you information, but analytics provide understanding. Experian Marketing Analytics offers the ability to fine-tune targeting strategies and seek model customers using the industry's leading commercial database. You'll identify more qualified prospects, make more relevant offers and discover a universe of untapped business opportunities.

**B2B Data Insights™** — Gain insights to make informed decisions with Experian's best-in-class B2B marketing database service. Our custom approach addresses interconnected data quality and integration problems. It helps marketers acquire, develop and keep their most profitable business customers.

### Experian marketing and prospecting in action

Here are just a few examples of companies we recently helped:

- We helped a **major insurance company** launch a multichannel marketing campaign. We provided the insurer with specific business names, addresses, emails and telephone numbers for the precise prospects it was targeting.
- A large **auto dealership** in central Texas wanted to offer fleet sales to larger companies throughout the state. We provided precise business names, addresses and contact information based on the firmographic and geographic criteria the dealership required.
- A **national bank** needed to improve efficiencies in its direct-mail campaigns. We provided detailed analytics of the campaign performance, showing the key characteristics of campaign non-responders, responders and approved customers and highlighting a number of potential campaign improvements for the future.

### Your best source of business data

Experian Business Information is your best source of commercial marketing data. We can offer you:

- A verified business marketing database.
- Fresh data that is relevant and updated regularly for accuracy.
- Customer service that is prompt, knowledgeable and responsive.

To find out more about how Experian's marketing and prospecting products can help you maximize the ROI of your next marketing campaign, contact your local Experian sales representative, call 1 800 520 1221 or visit [www.experian.com/b2b](http://www.experian.com/b2b).