

Business-Facts Market Potential Database

The nation's most comprehensive business demographics database of U.S. business and employee counts

The Business-Facts® Market Potential Database is your ideal source for comprehensive business data. It is packaged in several ways and is ideal for a variety of B2B marketing uses including small business development. Business-Facts Market Potential Database is one of five business information packages available from Nielsen Claritas.



Comprehensive business demographics

The Business-Facts Market Potential Database gives you access to data and employee counts from 13 million U.S. businesses of all sizes and types.

Every day businesses make critical decisions that rely on accurate business data. Your market analysis, targeting, strategic planning and other marketing analyses all contribute to the decisions that drive your business. Your evaluations need to be based on sound, accurate business data.

Accurate data for sound decision making

To ensure accuracy, this database is delivered quarterly. Telephone verification of each business by infoUSA assures the accuracy of vital business data elements such as Standard Industrial Classification (SIC) and North American Industry Classification System (NAICS) codes, ownership, location and employment.

Important, unique data regarding actual sales volume for public companies at the headquarter level is reported, with the figure modeled using a sales per employee by SIC code derived from a large national survey at the local level.

Put Business-Facts Market Potential Database to work for you

- Quickly retrieve business data summaries on residential versus daytime employee population to better position your products and services
- Easily compare and rank the business composition of several areas so you can evaluate and prioritize for market expansion
- Precisely evaluate the potential for market-entry or site planning based on the mix of residential and daytime population

What's included in the Business-Facts Market Potential Database

The Business-Facts Market Potential Database consists of 10 major industrial groupings. Each of these business data

groupings is further categorized into over 2,000 specific classifications by SIC and NAICS codes. Industries are as follows:

- Agriculture, forestry and fisheries
- Mining
- Construction
- Manufacturing
- Transportation, communication and utilities
- Wholesale trade
- Retail trade
- Finance, insurance and real estate
- Services
- Public administration

Convenient and easy-to-use, BusinessPoint™ provides online access to the most comprehensive set of business information, market analysis and list applications available. BusinessPoint enables you to evaluate current market performance and market opportunities while also identifying, scoring and ranking prospects and integrating customer data.

Access business data online

Business-Facts data can be accessed with Nielsen Claritas' BusinessPoint, our robust, web-based portal for planning and executing B2B marketing efforts. Business-Facts data includes:

- Business name
- Address
- City
- State
- ZIP code
- ZIP+4
- Executive name / title
- Telephone number
- Primary SIC code and label
- Primary NAICS code and label
- Secondary SIC code(s)
- Employee count at location
- Public / Private / Government indicator
- Fortune 1000 indicator
- Company / Location type (HQ / single / branch / sub-HQ)
- Deliverability flag
- Recency update code
- Latitude and longitude
- Parent company sales volume
- Location sales volume
- Ultimate company number
- Parent company location number
- Location number
- *Yellow Pages* ad size / type
- Distance and direction
- Franchise / Chain code
- Brand code
- Gender code
- Industry specific size code
- Point code
- Method flag
- New / Change flag
- Tract / Block
- Year first appeared in *Yellow Pages*
- FIPS code
- Product consumption

For more information, contact your Nielsen Claritas representative at **(800) 234-5973** or visit www.claritas.com.