

Business-Facts Location Database

The nation's most comprehensive demographics database of U.S. business location information

Nielsen Claritas Business-Facts® Location Database is your ideal source for in-depth U.S. business location data. It provides detailed, valuable information about businesses and gives you the ability to create point coordinate files that can be used in mapping software packages. Business-Facts Location identifies the latitude and longitude of each business—critical business marketing information that can be used for a broad range of analytical applications.



Accurate data for sound decision making

As you analyze areas for viable market entry, expansion or contraction of the market—as well as many other factors—must be considered. It is important to determine the specific types of businesses that exist in the market area you are researching—especially your competition. Solid business data can help you make your best decisions—and avoid costly mistakes.

Competitive, site location and market analyses are all made easier and more accurate utilizing Business-Facts Location. And, you'll be able to identify the businesses within any trade area, using radius, polygon or standard unit of geography.

Put Business-Facts Location to work for you

- Thoroughly understand the business composition of an area to determine whether it is a viable market to set-up a new location

- Quickly identify the specific types of businesses in your market area based on the screening criteria that you define
- Precisely identify competitors and their proximity to your sites
- Determine transference of customers from an existing location to a planned location

Categories

Business-Facts Location consists of 10 major industrial groupings. With this powerful business data, each of these groupings is further categorized into over 2,000 specific classifications by SIC (Standard Industrial Classification) and NAICS (North American Industry Classification System) codes:

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

Access business data online

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

- Business name
- Address
- City
- State
- ZIP code
- County
- Distance
- Primary SIC code
- Primary NAICS code
- Business size (local employment)
- Location sales volume
- Parent company sales volume
- Product consumption
- Contact title
- Yellow Pages ad type
- Data recency update code
- Contact name
- Latitude and longitude

Passion for Precision

Nielsen Claritas, an industry leader for over 35 years, is the preferred choice of Fortune 500 companies who wish to optimize their customer targeting, media strategies and site analysis decisions. Combining the most passionate team of industry experts with world-class data, software and services, we deliver solutions that help you identify both 'who' and 'where' your best customers and prospects are—with precision.



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