

Business-Facts Website Attributes

Capturing Valuable Business Data About Websites

The right business data

In today's business environment, being competitive requires knowing your customers. The ever-growing information superhighway demands your keen understanding of existing and potential client websites. Creating targeted prospect lists and optimizing your existing business data is the key to staying ahead of the competition.

With the newest attribute in Business-Facts®, you'll gain valuable business data about existing websites. Through a partnership with InfoUSA®, websites are gathered and verified during the Yellow Page compilation and telephone verification processes. Each website is tested monthly to determine if it is still active. This provides the most accurate business data on active websites, giving you an additional tool to help you plan your marketing strategy.

Recommended usage

- Business data for prospect lists:
When creating target marketing prospect lists, "website" can be included in generated reports. This is perfect for direct sales channels and opportunities. Simply contact your account representative to initiate a custom list pull. And your normal selection capabilities are all available through our custom process, too.
- Business data for data enhancement:
Learning more about client files through appended information can open new doors with existing customers. Adding valuable business data can help strengthen and grow those relationships.

Website Counts as of April 2007

- U.S. records with websites: 2,558,858
- Unique U.S. websites: 1,766,868

Pricing

Please contact your account representative for a complete quote.

- Business data prospect lists
To add websites to a target marketing prospect list, add \$.06 or \$60/M to the price.
Note: this is in addition to the cost of the list.
- Business data enhancement
Websites appended to an existing file are priced as follows:

Order Size	Additional Price (in cents/name)
<100	\$.08
101-250	\$.08
251-500	\$.08
501-1000	\$.08
1001-2000	\$.06
2001-3000	\$.055
3001-4000	\$.045
4001-5000	\$.045
5001-7500	\$.04
7501-10000	\$.035
10001-25000	\$.03
25001-50000	\$.028
50001-100000	\$.026
100001-500000	\$.023
500001-1 million	\$.02
1 million+	\$.017

Note: normal run charges and minimums do apply. If multiple attributes are requested, the highest price attribute is full price; each additional attribute is 50% off retail price.