

Business-Facts Multiple Executive File

Business Data for Targeting

Overview

To effectively sell your products and services to businesses, you need business data that helps you reach the right people. Business-Facts® reaches deep within organizations to find the people you need to contact directly. With Claritas' business data support, you'll have the ability to target executives directly, reach them with your message and, more importantly, close sales quicker—saving you time and money.

Background

Currently, the Business-Facts database supports a single contact, who is the highest-level contact available at each business listed. With enhanced business data from the Multiple Executive File (MultiExec), we can now expand our services to offer you multiple contacts, including lower-level titles.

These additional executives are available through a partnership with InfoUSA®, and are collected and verified through a number of sources including direct telephone calls, Yellow and White Pages, Annual Business Reports, Business Directories, public record data from county courthouse filings, SEC and 10k filings, Secretary of State data, new business registrations and utility hookups. The MultiExec file is updated on a monthly basis to ensure accuracy.

Recommended usage

For prospect lists:

- When creating prospect lists, if the title you need is not available for selection, refer to the title list provided in MultiExec. From there, contact your account representative to initiate a custom list pull for the desired title. Full criteria selection capabilities are available through our custom process.
- You may need multiple touch points such as multiple owners within a company, or perhaps you need an IT contact and the purchasing agent. Again, contact your account representative for a custom prospect list containing multiple contacts within individual companies.

For business data enhancement:

Take advantage of cross-sell and up-sell capabilities by appending multiple contacts to your existing client file. This additional information can open new doors with your current customers. Use these supplementary points of contact to cross-sell into other departments and enrich your corporate relationships.

Pricing

Business data prospect lists

To add additional contact names (includes title and gender code where available):

Order Size	Price per thousand per additional contact name appended
<5,000	\$34/M
5,001-25,000	\$27/M
25,001-100,000	\$23/M
100,001-500,000	\$20/M
500,001-1,000,000	\$18/M
1,000,001-2,500,000	\$17/M

Business data enhancement

To add additional contact names (includes title and gender code where available) to an existing client file (or other list):

File Size	Price per thousand per additional contact name appended
<1,000,000	\$40/M
1,000,000-5,000,000	\$35/M
5,000,000+	\$30/M

As is customary with business data enhancements, when appending multiple attributes including multiple contact names, the highest-priced attribute is full price and each additional attribute append is half-price.

Available titles and counts

Business-Facts Titles	Counts
OWNER	4,180,577
PRESIDENT	722,883
MANAGER	2,386,684
EXECUTIVE DIRECTOR	203,202
PRINCIPAL	98,078
PUBLISHER	6,175
ADMINISTRATOR	66,719
PASTOR	222,298
PARTNER	58,461
CHAIRMAN	56
CHIEF EXECUTIVE OFFICER	93,991
DIRECTOR	30
CHIEF FINANCIAL OFFICER	396
TREASURER	25
EXECUTIVE VICE PRESIDENT	4,332
SENIOR VICE PRESIDENT	2,655
VICE PRESIDENT	52,515
OPERATIONS MANAGER	535
SECRETARY	30
DDS	81,439
CPA	35,745
MD	454,843
DVM	23,172
PHD	12,929

MultiExec Titles	Total File
Owner	35,663
Partner	2,492
Chairman	18,044
Co-Chairman/Vice Chairman	3,214
Director on Public Company Board	61,641
Chief Operating Officer	29,467
Chief Financial Officer	37,457
Treasurer	10,426
Controller	29,505
Executive Vice President	194
Senior Vice President	195
Vice President	952
Administration Executive	8,504
Corporate Communications Executive	8,439
Data Processing Executive	60,227
Finance Executive	485,792
Human Resources Executive	276,212
Telecommunication Executive	41,032
Marketing Executive	112,058
Operations Executive	955
Sales Executive	527,706
Corporate Secretary	11,563
General Counsel	7,826
Executive Officer	171
Plant Manager	10,827
Purchasing Agent	94,138
Auditor	2,346

Counts are as of March 2007. Identical contact names may be present under multiple titles.



For more information on business data and targeting, call **(800) 234-5973** or for more details visit **claritas.com**.