



EQUIFAX[®]

B2bConnect Plus

Identify the right businesses and improve targeted marketing efforts with extensive firmographics and payments data.

In today's expanded market, the competition for new business accounts is fierce, especially in high-growth markets. Having access to extensive and accurate business data is the key to quickly identifying the right targets, reducing wasted spend, and accelerating growth across your customer acquisition and retention activities.

Identify and engage

Information and knowledge help to solve many customer acquisition challenges. Getting this information quickly can also be the difference between gaining market share and losing to the competition. By consolidating and analyzing some of the most comprehensive data attributes in the market, you are able to improve targeting, segmentation, and engagement for your prospect accounts, quick-starting your time-to-value results, and increasing the potential for success of your marketing campaigns and account-based marketing efforts.

From 2020 to 2022, **14.8m new business applications** were filed, a whopping 45% increase over the previous 3 years (pre-Covid).*



60m+

U.S. based
business records



133m+

Contacts



9.7m+

Linked
locations




6.1m+


Accounts with
payment records

enigma

Improve targeted marketing effectiveness

Through their partnership, Equifax and Enigma are able to provide near-real-time insights into revenue and growth for millions of businesses. Combined with the over 182 million global business records from Equifax and over 6 million in payments records from Enigma, businesses are able to get clear visibility into:

 Features	
Revenues	<ul style="list-style-type: none">• Comprehensive, dynamic, underwriting-quality intel on granular industries, revenue, transaction sizes, and processing volumes, including card revenues and growth rates.
Trigger events	<ul style="list-style-type: none">• Maximize marketing campaigns' conversion rates with the ability to build lists and segments based on key financial events in a business lifecycle, such as:<ul style="list-style-type: none">- About to enter a seasonal peak in revenue- About to enter a seasonal low in revenue- Access to new businesses with active card data in the Enigma platform
E-commerce flag	<ul style="list-style-type: none">• Improve targeting with visibility into specific in-person and online operations.

 Benefits	
Discover	<ul style="list-style-type: none">• Target organizations with granular, annual revenues and growth rates, such as companies that have doubled in size in the last three months with at least 500K in revenue.• Stop using stale revenue data for segmentation. Accurately build segments based on unique criteria including revenue, revenue growth, payment platforms, and more.
Enrich	<ul style="list-style-type: none">• Automatically qualify, onboard, and prioritize leads with a real-world view of card transactions, including average payments and monthly revenues.• Be one of the first to prospect newly formed, actively operating e-commerce businesses.
Grow	<ul style="list-style-type: none">• Focus your resources on the right accounts so that you can accelerate growth and reduce churn.• Identify cross-sell and upsell opportunities among your existing customers.

Equifax and Enigma partnership

Enigma provides data about the revenue and revenue growth of millions of U.S. businesses, built from one of the largest panels available in the U.S., covering more than 50% of U.S. credit and debit cards.

Through their partnership, Equifax and Enigma are able to help provide near-realtime insights into revenue and growth for millions of businesses. Combined with the over 182 million global business records from Equifax, and over 6 million in payments records from Enigma, businesses are able to get clear visibility into card revenues, transactions, and customer counts.

By layering Enigma's card revenue data and the B2bConnect files from Equifax, you can discover fast-growing prospects in near to real-time, enabling precise targeting, and segmenting based on annual revenue and growth.

equifax.com

^{*}Oberlo, *How Many New Businesses Start Each Year*, Q1 2023