



EQUIFAX

B2bConnect Portal

Access accurate and reliable B2B marketing data in near real-time.

In today's dynamic marketplace effective B2B marketing is more crucial than ever to the success of a business. Building brand awareness, demonstrating the value of products or services, and converting prospects to customers is essential for any company operating within a business-to-business market. Unfortunately, it's not as easy as it once was with the acceleration of new business applications and increased competition in an already fierce landscape.

Accessing and evaluating B2B data

The success of targeted outreach, lead generation, and market awareness begins with having easy access to accurate and reliable B2B marketing data. Whether it's acquired through organic means or working with a third party, confidence in the business and contact data is fundamental to a businesses sales and marketing efforts. Combine this with the importance of maintaining data privacy, ensuring compliance for data use, and establishing consent for using data for marketing purposes, acquiring high-quality data is fundamental to identifying and targeting the right business prospects.

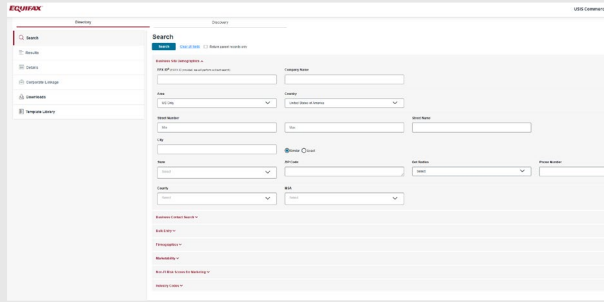
By proactively addressing these challenges with strategic solutions, you can cultivate a resilient, compliant, and effective data-driven marketing strategy.¹

For marketers, two major challenges arise: **Finding more relevant prospects** to nurture as conversion rates do not increase, and **ensuring precise data compliance** amid evolving regulations.¹

B2bConnect™ Portal

For marketers, seamless execution on campaigns is often more fantasy than reality. The B2bConnect Portal creates a seamless online experience that allows you to search, view, and export the business data you need to drive effective B2B sales and marketing efforts. Leverage the B2bConnect Portal for:

- **Real-time delivery:** Query over 61M U.S. based business records to identify and target top prospects
- **Customized lists:** Sort and filter companies and contacts based on a wide array of data points
- **Maintain compliance:** Ensure you are within compliance data use rights and marketability flags to identify businesses and contacts for outreach



Everything you need in one place

- Business Site Demographics ▾
- Business Contact Search ▾
- Bulk Entry ▾
- Firmographics ▾
- Marketability ▾
- Non-Fi Risk Scores for Marketing ▾
- Industry Codes ▾

- **Demographics:** Search for businesses based on address, region, and/or headquarters
- **Business contacts:** Look for specific names and/or titles of your targeted personas
- **Firmographics:** Drill down on age of the business, annual sales, or number of employees
- **Marketability:** Determine if a business is active, marketable, or non-marketable
- **Industry codes:** Filter companies by Secondary Industry Codes (SIC) or Manufacturing Industry Codes (NAICS)

Contact cmlmarketing@equifax.com to learn more today.

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