



EQUIFAX®

B2bConnect™

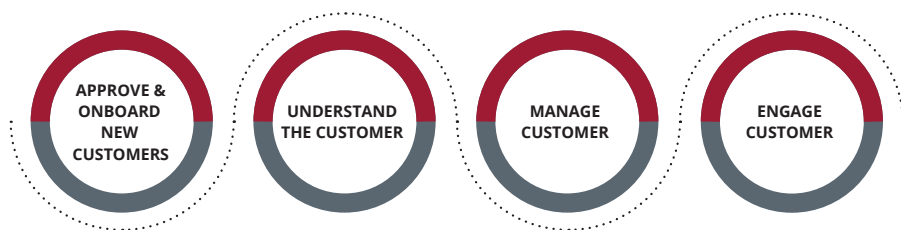
Turn chaos into clarity

Is Green International affiliated with Green Industries?

Is Green Industries in your targeted growth segment?

Data live in all corners of your business. You need the ability to unify and harmonize data across your organization to integrate records through a unique identifier applied in real time. Get the information you need in minutes versus weeks so you can make better decisions faster.

When it comes to data-driven decision making, we've got you covered across the full life cycle of your customer.



Approve & onboard new customers

Talk about black holes. Incomplete and erroneous information will undermine the effectiveness of your marketing initiatives. What's at stake: the validity of your customer acquisition and marketing strategies—and the company's ability to meet marketing and sales objectives.

Leveraging our B2bConnect™ database, we can help you target the right businesses and buyers with the B2B account data you need to prospect, segment, and retain key clients.

GLOBAL

117.8 million
business records

8.7 million
associated with a
corporate family

UNITED STATES

53 million
business records

95%+ are
small businesses

Up to 40K businesses
are added weekly

Equifax indefinitely stores all previously gathered demographic information from all sources that we leverage to perform matching. This equates to a *billion+* data points used for reference when attempting to match a site.

Equifax B2bConnect™ database

We maintain an ongoing internal and third-party accuracy testing process along with regular accuracy testing for each data source. Plus, we can easily plug the data into Salesforce.com and other CRMs, giving you a “single source of truth” on customers.

By cleansing and enriching your customer data—in just a matter of weeks—you gain control of your data, improving the effectiveness of your customer acquisition and marketing initiatives.

Understand the customer

Create your target personas. You'll be able to identify the traits of your best customers and create a “best customer profile.” You can then apply these characteristics to other prospects to target optimal revenue-generating opportunities. What's more, you'll have access to the industry and geographic data you need to understand your footprint.

- Which sectors are up and thus suggest potential targets?
- Which sectors are down and may indicate you should proceed with caution?

Take your targeting to the next level.

Manage customer

It's all about the connections. Armed with your “best customer profile,” you can uncover revenue opportunities, build and refine prospect lists, and approach decision makers with confidence. Using our unique linkage capabilities, we connect the dots between businesses, giving you critical insight into corporate hierarchies and enabling you to understand the full value of your customer relationship.

Stay on top of your customer relationships across the enterprise, every step of the way.

Engage customer

You've got your customers' attention—now keep it. With the B2bConnect™ database, you gain a true 360-degree view of your customers, which means endless opportunities for creating a personalized customer experience and keeping them engaged. You'll have access to fresh data, insights, and connections to keep you on top of changing account dynamics and market and organizational changes—and can set up automatic email or CRM alerts so you don't miss a beat on potential cross-sell or up-sell opportunities.

We provide not just the B2B marketing data you need but also the service you want. What's in it for you? You can keep your focus on marketing leadership—from strategy through to execution.

Learn how you can take your account-based marketing to the next level. Reach out to marketing@paynet.com.