



## eCommerce hotlist

Quickly identify high growth merchants and eCommerce businesses to improve targeted marketing efforts

In today's expanded virtual market the competition for new business accounts is fierce, and it's ever more apparent in high growth markets like merchants. eCommerce sales in the U.S. are projected to grow by 16.1% in 2022<sup>1</sup>, and successfully identifying and targeting high growth merchants or new businesses requires having the right insight.

### Segmented and current merchant information

As with many business decisions, information and knowledge helps to solve many 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, Equifax and Enigma are able to help increase the number of targeted prospects and improve the success of your marketing campaigns and account based marketing efforts.

### Equifax and Enigma partnership

Enigma provides accurate and fresh data about the revenue and revenue growth of more than 18 million merchants, built from a panel covering more than 50% of the credit and debit cards in the U.S.

By layering Enigma's card revenue data and eCommerce identification with the Equifax B2bConnect file, Equifax is able to create an **eCommerce focused hotlist**. This product enables customers to discover fast-growing eCommerce prospects in real-time, enabling precise targeting and segmenting based on annual revenue and growth.

A whopping **5.4 million new business applications** were filed in 2021, surpassing the record set in 2020 of 4.4 million.<sup>2</sup>

enigma

## Improve marketing effectiveness with a targeted eCommerce hotlist

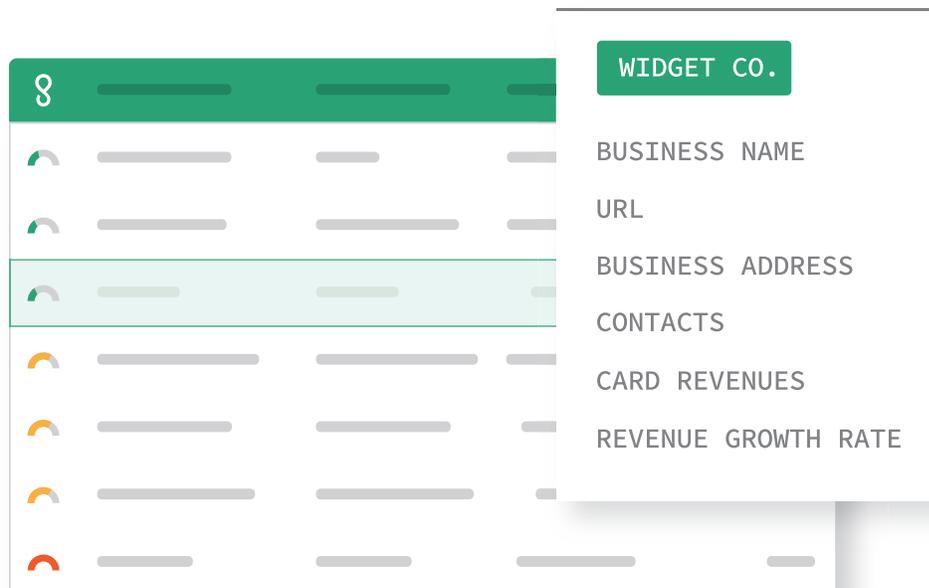
Enigma provides real-time insights into revenue and growth for more than 18 million merchants. Combined with the over 127 million business records from Equifax, businesses are able to get clear visibility into card revenues, transactions, and customer counts, built from a panel of more than 700 million anonymized cards.

### Features

- Receive a list of the fastest growing eCommerce businesses in the U.S., updated monthly
- Track eCommerce businesses' growth month-to-month
- Utilize the business name, card revenue and card revenue growth rate for all included records
- Identify the URL, address, and contact names for sales and marketing workflow integration and activation

### Benefits

- Target eCommerce organizations in growth mode before they are too big and on everyone's radar
- Target eCommerce organizations with granular, high-accuracy annual revenues and growth rates, like 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 segment prospects based on real-time revenue, updated monthly
- Be the first to prospect newly formed, actively operating eCommerce businesses
- See the value of the data through backtesting/swap analysis



Visit our website to learn more: [equifax.com/business](https://equifax.com/business).

Contact [cmlmarketing@equifax.com](mailto:cmlmarketing@equifax.com) to schedule a demo today.

1. Insider Intelligence, [eCommerce Statistics: Industry benchmarks & growth](#), Jan 2022

2. NPR, [New businesses soared to record highs in 2021](#), Jan 2022.