



Equifax Business Marketing Services

Identify and reach the right customers for your business — quickly, accurately, and effectively.

For more than 100 years, Equifax has been helping businesses select the right clients. Drawing on Equifax's commercial database of 1.5 million Canadian companies, InfoCANADA's database of 1.3 million Canadian companies, and a combined database of two million Canadian companies, Equifax Business Marketing Services (BMS) presents a suite of business-to-business solutions that can help you...

- **Identify and reach** your target customers.
- **Cross-sell and up-sell** within your customer base.
- **Profile** your top customers.
- **Understand** your market penetration.
- **Manage and maintain** your database.

A versatile service that adapts to your needs

Our solutions allow us to offer you the best of Equifax and InfoCanada databases.

Large financial institutions and smaller businesses alike trust Equifax credit data to control their financial exposure. Sales and marketing teams leverage credit scores at the front end to pre-screen and develop creative pre-approved offers that can help increase response rates.

InfoCANADA verifies its data by phone once a year. This valuable marketing data includes contact names, sales volume, employee size, and secondary SICs.

We would like to partner with you and learn your business requirements so that we can offer you the best solution to meet your marketing needs.

Lists that lead to the right customers

Use any or all of our mix of marketing lists to target your direct marketing campaigns. These lists provide all of the information you need to target just the customers you want — and need — to reach. These specialized lists are based on...

- **Geography** (province, city, FSA)
- **Industry** (1987 US SIC, 1997 US NAIC)
- **Demographics** (sales volume, employee size)
- **Credit Risk** (CI score — credit risk rating)

continued

Broad selection of information

Major Canadian financial institutions use Equifax risk predictor scores to avoid problem accounts. Equifax credit risk scores and business trade data bring a higher level of sophistication to standard marketing lists, enabling you to pre-qualify potential customers. Altogether, Business Marketing Services' output options include...

- Equifax file open date
- Company name
- Full mailing address
- Contact name(s) and title(s)
- Telephone number
- Fax number
- 1987 US SIC (primary & secondary)
- 1989 US NAICS
- Sales volume
- Employee size
- Headquarter/branch code
- Corporate "parent" code
- French-preferred correspondence
- Equifax credit scores (CI and PI)
- Equifax summary credit information (total owing, total number and amount of negatives, first, second and third period past due)
- Equifax subject number (unique Equifax identifier)
- InfoCANADA CBI (unique InfoCANADA identifier)

Flexible, effective solutions

Full Files — With Business Marketing Services' Canada Full File and Provincial Full Files, you can leverage all of the information Equifax and InfoCANADA have on file for two million Canadian businesses to build a database or enhance your existing one. All of the output selections available with these full files can be purchased with or without credit scores. Provincial Full Files encompasses all businesses in seven regions: Alberta, Northwest Territories, Yukon and Nunavut; Manitoba and Saskatchewan; Nova Scotia and New Brunswick; PEI and Newfoundland; British Columbia; Ontario; and Quebec.

Marketing Lists — Business Marketing Services offers you three lists to help you establish strategic starting points in developing marketing campaigns. Choose the criteria that best meets your target objectives.

- Direct Mail List includes company name, full mailing address, and contact name.
- Telemarketing List incorporates the Direct Mail List plus telephone number.
- Enhanced Business Profile offers all of the output of the full files.

Data Attribute Appends — You can add any of the information items offered in the any of our output selection lists (demographic or credit) to an existing list or database.

Custom Solutions — Besides credit scores, credit data, and demographic data, Equifax also offers three other valuable services to enhance your marketing efforts: database clean up and maintenance, market penetration analysis, and customer profiling.

Whatever you want to accomplish with your marketing initiatives, partner with Equifax and your commercial data needs will be met. Our Business Marketing Services will help you grow your business because...that's our business!

For more information about Equifax Business Marketing Services, visit the Equifax Canada Web site at www.equifax.ca, contact your sales representative, or call 1.800.278.0278.