

NEW BUSINESSES ON DEMANDSM

Every year in the US, an estimated 2 million new businesses are formed and 20% of all businesses will change their physical address¹.

Whether setting-up shop for the first time, moving locations or expanding to additional locations, these businesses are in the market for a wide range of products and services — from furniture and office supplies to communications services — and competition is fierce. So it's not just about reaching out to new businesses — it's about reaching out *first*.

Only TARGUSinfo Can Get You in the Door before the Competition

With **New Businesses On Demand**, we're offering you a definitive edge over the competition. We provide unsurpassed quality in name, address and phone information on businesses that have established or moved to a new location in the last **72 hours**. Every data provider claims their data is the freshest — only we can prove it.

Typically, other sources provide new business leads that are between 30 and 90 days old. Through the US telecommunications network, TARGUSinfo receives daily data feeds of new businesses who have established a new phone connection. To prove it, we provide you with the **exact date** of each new phone connection.

Put Your Marketing on Auto-Pilot

Let us do the work! We can mail a postcard offer, created and designed by you, to new business leads, as we receive them. Provide us with the artwork for your postcard or choose from our pre-designed templates. To optimize your results, variable fields are available for you to test different offers, messages and creative formats. We ensure your offer reaches new business leads within one week of their move — *before your competition*.



Amacai is the premium source for business data, providing you with the most current data so you can:

- **Reach true new businesses** - Not those who simply added or changed a phone line
- **Automate your marketing efforts** - Send postcard offers to new business leads, at the moment we receive them
- **Lower marketing costs** – Avoid non-deliverable mailings with complete address information
- **Increase market share** – Access to daily feeds of new business leads available within 72 hours of a move
- **Maintain database quality** – Identify old addresses and phone numbers with disconnect records linked to the new businesses

¹ According to US Census Bureau and Dun & Bradstreet

Every Lead is a True New Business

We developed a proprietary scrubbing process that compares incoming leads to a national database to identify which leads are truly new business locations and new business movers. With this process in place, we ensure that you receive highly accurate lists of verified new businesses — not businesses who have merely established secondary phone lines or fax lines.

The result is accurate, verified new business leads — refreshed and accessible every day.

Not only are we dedicated to providing the freshest, most accurate new business leads, we also enhance our leads with SIC and NAICS codes without any additional delay to market.

Get Results

Be the first to reach out to new businesses leads. With true new business data and automated marketing, TARGUSinfo can get you there first.

Sell to more new businesses and improve your marketing performance with TARGUSinfo as your partner.

In an independent competitive benchmark testing, TARGUSinfo's new business leads proved to be — on average — 60 to 90 days more current than our main competitor for new business data.

Instant Access

Need quick and easy access to new business leads? Or would you like to see how fresh our leads are? Visit www.TARGUSinfo.com/NBOD for instant access to our new business leads or to view our daily new record counts. You can purchase lists through our online web application or call **800.6.TARGUS** to talk to a representative about setting up an account.