

PURE BUSINESS

Expand Your Business Reach with the Hard-to-Find Data

Acquiring new business prospects is a challenge, particularly if you don't have the right data. Finding the right prospects with the right contact information is vital to your success. Relying on publicly available data can do more harm than good — wasting precious time on leads with bad name, phone or address information and causing you to miss out on good leads.

The Superior Solution

Pure Business — an Amacai solution from TARGUSinfo — is your alternative to publicly available data. With TARGUSinfo, you get access to hard-to-find, highly accurate name, address and phone information on the businesses that you need to reach. With this information at your fingertips, you can confidently launch direct marketing efforts and maintain your CRM database. With TARGUSinfo, you can build a rock-solid business data foundation.

Pure Business is an install file that builds upon national coverage of all white page and yellow page data — including unique yellow page information such as heading, ad spend, business specialties and contact name. Pure Business provides you with data that is compiled, verified and enhanced using over 100 sources and exclusive partnerships, including the US Telecommunications Network.

A Robust Data Foundation

The Pure Business file contains over 14 million unique business records and includes associated information such as employee counts, years in business and annual sales. Each is categorized by up to four Standard Industrial Classification (SIC) Codes and North American Industrial Classification System Codes (NAICS).

Do You Really Know Who Your Leads Are?

Our business leads come with unique features to ensure the highest quality data with maximum flexibility to meet your marketing needs.



Amacai is the premium source for business data, providing you with on-site files that boast:

- *The most hard-to-find data*
- *Nationwide coverage*
- *Multi-sourced records*
- *Deliverability and connectivity*
- *Precise and accurate contact information — guaranteed*

We give you the ultimate selection control and enable you to conduct a deeper analysis of your leads than any other national business database. Pure Business includes the following unique features:

- **Deliverability Flag** — Our business leads are validated on a monthly basis to ensure deliverability. Records with missing address elements are identified and flagged as *non-deliverable*.
- **Connectivity Flag** — With monthly validation of our business leads, we're able to identify records with a disconnected phone, and flag them as *invalid*.
- **Rooftop Latitude/Longitude** — To enable mapping tools and give you better list selection control, we include a rooftop-level latitude and longitude.
- **Geographical Coding** — For closer definition of territories and distribution areas, we offer geo-coding elements including Metropolitan Statistical Area (MSA), Census Tract and Block Group.
- **Chain ID** — Business chains and franchises are identified with a unique numeric identifier across multiple locations, providing better coverage and easier identification of large groups of businesses.

Imagine What You Could Do with Enhanced Business Data

Each additional piece of descriptive data improves your ability to acquire the most profitable new business customers. By combining the most accurate name, address and phone information with our optional firmographic data, you increase your chances of making a new business connection. Pure Business firmographic data includes:

- Contact Name & Title
- Number of Employees
- Annual Sales Volume
- Years in Business

Whether you want to improve your direct marketing efforts for less or effectively maintain your CRM database, Pure Business files have the coverage to suit any size campaign. Our unique sources and hard-to-find data guarantee there is no better source for your on-site files.

