

## BEST PUBLICATIONS

### *BEST PUBLICATIONS IMPROVES OPERATIONAL EFFICIENCY, LOWERS COSTS WITH TARGUSINFO*

Best Publications is the leading provider of yellow pages and white pages books in the Houston, Texas metro area. The company prints five books each year, serving approximately 500,000 Houston area customers, and 4.7 million customers with an online directory.

For years, Best Publications struggled with many of the same data challenges as other Directory and Online Publishers: waiting for files from multiple telecommunications providers; extracting data from numerous resources such as utilities and small local exchange carriers; reformatting the information; and scrubbing the data for conflicts. The process often took months which resulted in out-of-date data before the directory was printed or updated online.

Best Publications turned to TARGUSinfo as the single source for the most accurate, timely and comprehensive business and residential information. TARGUSinfo's unique relationship with nationwide telecommunications providers and more than 200 data resources enables the company to deliver the most current name, address and phone number information in a single file.

*"Our business is predicated on accuracy, currency and timeliness of data. When all three come together we serve the Houston community with best-in-class business and residential listings. In the past, Best Publications' return on investment and operations suffered because we had to labor greatly to assemble the necessary data."*

*- Dan O'Neal  
President, Best Publications.*

### By implementing TARGUSinfo data, Best Publications:

- Eliminated the need to manage multiple carrier relationships
- Reduced wasted resources
- Increased operational efficiency
- Significantly reduced costs
- Increased revenue
- Improved data accuracy

*Currently, more than 80 million data feeds per day, totaling 2.3 billion per month fuel our Identifier Layer to maintain authoritative, current linkages among all identifiers.*

O'Neal went on to say, "Using TARGUSinfo changed our business. Their turnaround time in providing new data (within 24 hours) is second to none, and we estimate that our costs have been slashed 25-percent compared to going to small exchange carriers for data. Also, TARGUSinfo's data can be rendered online within 30 days. Our yellow pages and white pages – both in print and online – are unmatched when it comes to accuracy, currency and timeliness."

TARGUSinfo's real-time engineering platform, I.A.N. (Identifiers, Attributes and Network) is the backbone of the company's ability to provide the most complete, accurate and actionable verification, scoring, identification and real-time analytics solutions. The Identifier layer powers TARGUSinfo's consumer and business data solutions. Identifiers – consumer/business name, physical addresses, telephone numbers, email, and IP addresses – are linked with the most current and accurate information or data points.

TARGUSinfo's Identifier layer ensures the highest quality, most authoritative information with maximum flexibility to meet the data needs of directories and publishers. TARGUSinfo's data sources rely on correct contact information derived directly from direct billing consumer transactions. This means we get it right — and directory and publisher clients get it right — right now.