

LexisNexis® Principal Score

Prioritize the small
business prospects
that matter most



Score contacts associated with a business by likelihood of business ownership and influence using predictive intelligence

The success of outbound marketing campaigns depends on reaching the right business contacts, but manual processes and disparate data can make identifying and engaging decision-makers a challenge. Organizations looking to improve contact relevance, targeting precision and campaign ROI should consider augmenting traditional marketing strategies with powerful predictive intelligence that helps improve visibility into business ownership and influence.



The LexisNexis® Business Marketing Solutions Suite combines business intelligence with consumer insights to create a more complete view of small business audiences.

LexisNexis® Principal Score, available through LexisNexis® Business Unified Profile and LexisNexis® Business People Link, identifies and scores associated contacts based on likelihood of business ownership and influence — helping you focus on the individuals most likely to make decisions.

Improved contact selection

Identify the individuals most likely to influence or own business decisions

Predictive scoring

Assign a numerical value to prioritize outreach on high-value contacts

Focused targeting

Enhance marketing campaign precision and ROI

LexisNexis Principal Score combines consumer and business data to identify key decision-makers. It uses indicators of ownership and influence, including business overlap, asset quantity/quality and address stability, to assign each contact a numerical value — helping you prioritize outreach and tailor engagement strategies with greater confidence.

LexisNexis® Principal Score



LexisNexis® Business Unified Profile

Leverages deterministic and modeled firmographic information, verified associated contacts and location data to create a robust list of U.S. businesses.



LexisNexis® Business People Link

Connects businesses to consumers — and people to businesses — to support improved targeting and discovery of additional opportunities within your portfolio.

Together, the **LexisNexis® Business Marketing Solutions Suite** creates a connected workflow to help you define and segment your market, delivering more actionable insights on the businesses you serve and the people behind them.

**Identify and engage the decision-makers
behind small businesses with confidence.**

Contact us to learn more:

866.528.0780 or visit risk.lexisnexis.com/customeracquisition



About LexisNexis Risk Solutions

LexisNexis® Risk Solutions leverages the power of data, advanced analytics platforms and integrated AI solutions to provide insights that help businesses across multiple industries and governmental entities reduce risk and improve decisions to benefit people around the globe. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit LexisNexis Risk Solutions and RELX.

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