

**Expand** your  
prospect universe



Drive Business-to-Business (B2B) marketing success with continuously refreshed lists that help you reach more qualified, high-value prospects with LexisNexis® Business Marketing Lists.

In direct marketing, the field is crowded with companies all competing for the attention of small business associates/executives, who are inundated with multi-channel messaging. Gaining traction in an increasingly congested business market begins by identifying and targeting the right prospects the first time.

LexisNexis Business Marketing Lists helps you break through the clutter to reach key decision makers in small to midsize enterprises (SME).

### Reach targeted prospects with customized messaging

LexisNexis Business Marketing Lists uses proprietary advanced analytics to find meaningful connections by linking seemingly disparate information. The result is a refined, targeted contact list for the businesses associated with your criteria that allows you to tailor your messaging.

- **Firmographics** — Company age, size, location, phone, email and annual revenue
- **Industry** — Small to midsize enterprises using SIC and NAICS codes
- **Geographic** — Business address, city, state, zip code and county
- **Contact Levels** — Titles, title variations and executive contact information

After you receive your count information, you can customize your list to your specifications by adding or reducing your criteria, purchasing the complete file or only part of the file.

### Discover new growth opportunities with LexisNexis Business Marketing Lists:

- Gain improved coverage of Small Businesses
- Obtain higher response rates for better ROI marketing investments
- Improve match rates for digital onboarding
- Reach key decision makers with more precise targeting
- Increase mail delivery rates with greater accuracy

### Gain an advantage over your competition.

Start your next campaign with a refined, more accurate list of small and midsize enterprise contacts, tailored to your specifications.

## Simultaneously amplify and refine your universe of prospects.

Our solution gives you the best of both worlds — a larger prospect pool filled with contacts targeted to your specifications. Combining robust business information with our proprietary linking technology, Business Marketing Lists delivers an expanded list of potential customers, refreshed after each request for more effective marketing campaigns.

Capture higher response rates for greater ROI with LexisNexis® Business Marketing Lists.



Start your next direct marketing campaign with the advantages provided by a refined, more accurate list of small to midsize enterprise contacts.

## Ready to gain an advantage over your competition?

Contact your LexisNexis® Risk Solutions representative to learn more.

866.528.0780 | [risk.lexisnexis.com/products/business-marketing-lists](https://risk.lexisnexis.com/products/business-marketing-lists)



### About LexisNexis Risk Solutions

LexisNexis® Risk Solutions includes seven brands that span multiple industries and sectors. We harness the power of data, sophisticated analytics platforms and technology solutions to provide insights that help businesses 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](#).