

## Hone your commercial prospect targeting

Get a more detailed view of potential customers to optimize marketing and increase response rates.

With marketing budgets limited and competition growing rapidly, it's never been more essential to accurately identify your best prospects. Attracting and engaging customers requires careful targeting and messaging. But that can be easier said than done in commercial credit marketing, where the light and fragmented data footprint of small-to-medium sized businesses challenges the ability to obtain an in-depth view of enterprises.

LexisNexis® Profile Booster for Business was purpose-built for this challenge, enabling you to identify businesses that are most likely to respond to your offers. It combines access to the industry's most robust sources of data with proven linking analytics to create a more in-depth profile of the customers you're trying to acquire and, more importantly, retain.

### Improve marketing ROI

Existing data sources often do not reveal the complete picture of a business. You don't want to rely on guesswork when making critical marketing decisions.

Profile Booster for Business offers you a broader view of prospective commercial customers, one that can greatly augment your existing marketing data. Armed with additional pertinent information, you'll be better able to craft offers and messaging that resonates with your target audience and boosts response rates.

The vast data coverage, depth and quality of Profile Booster for Business sets it apart from other marketing data solutions.

### Profile Booster for Business:

- Aggregates data from 65+ billion public and proprietary records
- Taps more than 10,000 data sources, including many non-traditional sources
- Includes many new and small businesses that may otherwise be overlooked
- Provides insights into the business, industry and number of key executives
- Applies sophisticated linking technology and analytics to connect the dots for a more comprehensive customer view available

## Over 130 model-ready business attributes

LexisNexis® is the leader in providing a wide range of business attributes available through Profile Booster for Business. With more than 130 model-ready data attributes that span the categories of Trade, Derogatory, Public Record and Verification, you get a well-defined picture of the health and stability of a business.



### Profile Booster for Business supports your marketing strategy

Profile Booster for Business provides unmatched flexibility. Use it to leverage deep prospect insights that fit your objectives, marketing plan and workflow.

- Append attributes to your existing prospect lists or databases
- Receive a custom score and model based on your marketing file
- Combine Profile Booster for Business with other business products

Profile Booster for Business delivers the information you need to be effective in your marketing and sales campaigns.

### Drive better business outcomes with the power of precision targeting

A successful marketing campaign begins with a complete view of the target business to support communications that are pertinent and persuasive. Without comprehensive insight into a prospect, attracting and retaining customers becomes infinitely more challenging.

#### Profile Booster for Business can help you:

- Refine segmentation and targeting using a holistic view of customers
- Optimize marketing spend by reducing waste
- Increase response rates with the right offer and message
- Create influence models to maximize customer retention



For more information call 866.858.7246 or visit [risk.lexisnexis.com/pbb](http://risk.lexisnexis.com/pbb)

#### About LexisNexis® Risk Solutions

LexisNexis Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. 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 [www.risk.lexisnexis.com](http://www.risk.lexisnexis.com) and [www.relx.com](http://www.relx.com).

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