



Achieve B2B marketing success
and improve response rates with
targeted business data

Gaining marketing traction in an already-saturated business market is complicated. LexisNexis Business Marketing Lists combines comprehensive coverage of high-value business information with advanced linking technology and innovative analytics to deliver actionable marketing lists that improve accuracy and precision.

Raise marketing effectiveness with robust business information

Your next marketing campaign will be vying for limited attention among business prospects who receive multiple messages across multiple channels every day. Starting with the correct key business representatives is imperative to campaign success.

LexisNexis Business Marketing Lists delivers a tailored marketing list for direct outreach built from your specific criteria. This gives marketers a high degree of precision and enables your business to:

- Achieve higher response rates
- Improve match rates for digital onboarding
- Increase mail delivery rates
- Capture higher returns on your marketing investment

Start your next campaign with the advantage of a refined, more accurate list of approved, unrestricted business contacts that improves targeting precision and strengthens overall B2B campaign performance.



LexisNexis Business Marketing Lists

Extend your marketing capabilities with more expansive business insights

For an even deeper, more detailed view into a business and the people associated with a business, you can combine LexisNexis Business Marketing Lists with additional business and consumer marketing products.

- **LexisNexis® Business Append and Filter** is a batch solution with more than 500 fields of data built from more than 10,000 sources of public records, proprietary information and alternative data files.
- Customize marketing offers with **LexisNexis Profile Booster**. This solution provides attributes that deliver a more robust picture of a prospect's household, relatives/associates, buying preferences, economic stability and purchasing power to help personalize offers and boost response rates.

Increase marketing success by starting with a superior list

Our solution delivers the advantage of industry-leading coverage of businesses and their representatives, augmented by advanced analytics and proprietary linking technology. Begin your campaign with a customized list of the most current and correct approved, unrestricted business contacts. Confidently capture higher response rates and increase campaign ROI with LexisNexis Business Marketing Lists.



For more information visit risk.lexisnexis.com/SMBrisk
or call 800.897.1644

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 and www.relx.com.

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