LexisNexis® RISK SOLUTIONS

Concentrate marketing efforts on valuable prospects with more complete intelligence on small and mid-sized businesses

The small and mid-sized business market represents a wealth of opportunities. Yet the lack of current and complete data that's available on small and mid-sized businesses complicates your ability to clearly define optimal opportunities and target them with the most effective marketing approach. LexisNexis® Business Append and Filter delivers extensive coverage of small and mid-sized businesses and the people connected to them so your business can identify viable prospects and improve the efficiency and accuracy of marketing efforts.

> Access applicable business insights that enable you to better focus marketing spend on the most viable—and valuable—prospects.

Refine marketing initiatives with expansive insights

LexisNexis Business Append and Filter leverages our unmatched business coverage and patented linking technology to quickly connect your business to robust intelligence and insights on small to mid-sized businesses and the people associated with the business. You get a concise, consolidated and complete picture of a business to support well-informed marketing decisions and enable your business to:

- Uncover new prospects and marketing opportunities
- Improve the accuracy of cross-sell and up-sell efforts
- Accelerate response rates and increase retention
- Lower onboarding costs and avoid risk

We quickly and accurately resolve critical relationships between a business and its authorized representatives to create a more holistic, deeply informative and relevant picture of a business that encompasses firmographics, performance stability, financial position and derogatory information. Access the small and mid-sized business intelligence you need to market more efficiently while effectively managing risk.

Increase targeting precision with tailored business intelligence

LexisNexis Business Append and Filter is a batch solution with over 500 fields of data built from more than 10,000 sources of public records, proprietary information and alternative data files. This solution quickly appends information on the business entity, including address and phone, firmographics and industry details, derogatory information and executives to connect you to a current and comprehensive picture of a small to mid-sized business. Confidently speed decisions with four tailored packs that deliver specific and concise business intelligence:

Address and Phone

Connect to customers faster with accurate location and contact information, including:

- Company name
- Parent company info
- Phone Number
- Mailing address
- LexID® Business

Firmographics and Industry

Strengthen segmentation and build broader marketing profiles with business details that include:

- SIC/NAICS codes
- FEIN linked to business
- Number of years in business
- Number of employees
- SOS Status
- Property details
- LexID® Business

Executives

Understand a clear picture of the people associated with a business and uncover how to best contact them with information that includes:

- Executive name
- Person associated with business
- LexID® Business

Derogatory Records

Minimize wasted time and improve resource allocation by avoiding riskier targets with deeper insights into:

- Number of bankruptcies
- UCC
- Number and value of liens
- Number and value of judgments
- OFAC
- Labor actions
- LexID® Business

Realize stronger campaign results and reduce friction

LexisNexis Business Append and Filter delivers access to applicable business insights that enable you to better focus marketing spend on the most viable—and valuable—prospects. Our filtering functionality filters and removes undesirable or risky targets from your final target lists to help save time and significantly reduce friction across key marketing workflows.

Your business can also amplify visibility into viable prospects by combining LexisNexis Business Append and Filter packs with our LexisNexis® Profile Booster Attributes. Information from Profile Booster can be used to augment existing lists with deeper insights into the prospect and the prospect's household, relatives, associates and neighborhood to help improve offer customization and increase response and retention rates. Deeper insights and more detailed business intelligence enable your business to concentrate outreach activities where they count to improve returns on investment and boost profitability.

Recognize marketing opportunities first with relevant business perspective

LexisNexis Business Append and Filter delivers complete small to mid-sized business intelligence to empower more confident marketing efforts and help your business gain competitive advantage. With this solution you can easily and efficiently access the specific intelligence you need to uncover new growth opportunities, strengthen segmentation and improve marketing precision.

Trust the industry-leader for expansive insights into small and mid-sized businesses

Access 25% more small business coverage—the broadest in the industry

Gain tailored perspective on over 40 million active U.S. businesses and 120 million inactive business

Connect a business to its owner with confidence: we can connect 86% of active businesses on file to at least one individual[1]

Expand the depth of your customer profile: each active U.S. business averages 70 source records

1. LexisNexis® Risk Solutions Internal Testing, 2019

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