

## PRODUCT BRIEF:

# Business-to-Business (B2B) Data

## Business-to-Business (B2B) Data At A Glance

- 22 Million Businesses
- Firmographic Data



**You know your business better than anyone else. But how much do you know about the businesses you're marketing to? Are they small or large firms? Are they new to the industry or established companies? What is their sales volume and which way are they trending?**

With Business-to-Business (B2B) Data from ICOM, a division of Epsilon Targeting, you'll have over 22 million businesses at your fingertips to answer these questions. Our B2B data can help you fine-tune your marketing campaigns to find businesses most responsive to your offer.

ICOM's B2B data can help you:

- **Reach the right customers** by targeting businesses that are a good fit for your offer.
- **Maximize the impact of your communications** by tailoring your message to your target audience.
- **Expand your universe of potential buyers** by tapping into our database of over 22 million businesses.
- **Profile your existing customers** to gain knowledge about and find the most responsive new prospects.
- **Understand the demographic profile** of the area around your business to find future sites for your business.

You can target your B2B marketing based on a variety of firmographic data elements:

- CEO Name
- # of Employees
- Sales Volume
- Site Status
- Line of Business
- Phone Number
- New Business Listing
- SIC Code
- NAICS Code
- Year Business Started
- Corporate Structure
- 3 and 5 year Employee and Sales Trends
- Actual Square Footage
- SoHo Indicator
- Non-Profit Indicator
- Woman Owned Business Indicator
- Minority Owned Business Indicator

# Call or email us today.

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## About Us

**Epsilon** is the industry's leading marketing services firm. We combine a multi-channel and data-driven approach with strategic and analytical services to maximize your marketing success. Couple that with award winning creative agency services and a proprietary collection of consumer and business data for the most integrated marketing solutions available today. **For more information, visit [epsilon.com](http://epsilon.com).**

**Epsilon Targeting** aligns the collective resources of ICOM, leader in targeted marketing and manager of North America's largest survey response database, with Epsilon Data Services, manager of the largest and most deliverable composite database and Abacus, the world's original and largest cooperative database, to create the industry's leader in data solutions – connecting you with your best opportunities. We provide a holistic approach to data marketing – providing the depth and breadth of data and insight to make it actionable – creating programs that engage consumers and build loyalty. **For more information, visit [epsilontargeting.com](http://epsilontargeting.com).**