



Prospect List Enhancements on zapdata.com

We've made significant enhancements to Prospect Lists in response to user feedback.

List analysis reports allows users to create, view, and print list breakdown and cross-tab reports. Viewing the reports saves users time and money by providing critical screening capabilities:

- See detailed list information prior to purchase
- Target more precisely with list breakdowns that show market potential
- Print reports to share list details with colleagues and management

Enhanced list preview saves users money on records they don't want by allowing them to see every record in their list before they purchase. New functions ensure users get the list they expect:

- Delete individual records
- Sort by company name, size, or location

Take advantage of our limited-time offer and sort and delete records for FREE. Try it today!

Suppression is an automated process that allows users to set specific preferences to exclude certain records from any prospect list they create. Users can suppress any lists previously licensed on zapdata, or they can supply us with their own customer list — even past MarketPlace lists. For a small fee, we'll convert it to a list of records for suppression within 2 business days.

- Market more effectively by keeping customers and prospects separate
- Save money by never paying for the same list twice
- Preserve customer relationships by eliminating duplicate messages

For a limited time this feature will be FREE to all users, so be sure to try it now!

Searching on primary and secondary SIC Codes gives users the option to include companies with primary and secondary SIC Codes that match their search criteria or primary SIC Code only. As a result, users control the outcome of their searches and enjoy either:

- More leads, or
- More precise targeting by excluding those companies that aren't primary business owners

Remove duplicate records enables users to remove duplicate site records from their list prior to licensing. This new capability automatically retains only the record highest on the corporate ladder if there is more than one record at the same 10-digit phone number within the same zip code. Users have the option to change the "remove duplicates" default setting. This level of control allows users to:

- Save money by purchasing only the leads they want
- Avoid waste by eliminating duplicate mailings

MarketPlace Users

Check it out! zapdata.com now has most of the features you've enjoyed on MarketPlace, and the data is updated monthly!

View our
FREE
virtual presentation
on improving
your sales and
marketing results.
See other side
for details.



Decide with Confidence

Tips & Techniques

How long is my saved criteria stored on zapdata.com?

Saved criteria is stored in your account for 12 months.

Since I have no immediate need for a Company Lookup Report I've just purchased and downloaded from zapdata.com, can I save it and access it at a later date?

Your report will be available for 30 days after the date of purchase. Simply log onto zapdata.com anytime in the 30 day period and click on 'my account.' Your Lookup Report can be downloaded via the link 'View and Download Company Lookup Reports.'

I am having trouble finding the right SIC code to use when I build my list on zapdata.com. Is there a quick and easy way to find what I'm looking for?

In the industry selection section of prospect lists you'll find a keyword search. Type in the keyword(s) describing the type of businesses you are looking for. The results will display all related SIC Codes. Any SIC Code description with your exact word(s) in the title will be highlighted for you in red. All other related SIC Codes will be available for you to choose from as well so you don't miss something. Just checkmark the box next to the SIC Code(s) you want to use in your list.

Free Virtual Presentation...

Learn how to use the Internet to profile, prospect, prioritize, and profit with three key steps for improving your B2B sales and marketing results.
www.b2bsalesandmarketing.com/education/demo

Ask the Experts

Q Can I create reports with MP Target? If so, what types?

A MP Target provides a set of pre-defined reports to guide you through an exploration of your market. You also have the ability to create your own custom reports that allow you to focus on an analysis that contains only the information you are interested in viewing. Additionally, when you create a custom report, you have the ability to include it in any future projects because these reports are saved within MP Target and not the individual project.

To learn how to create your own reports and save reports as a library template for future use, go to:
www.b2bsalesandmarketing.com/news/newsletter

For product information...

call 800.532.3775

To submit a question...

email us at editor@dnb.com

D&B Solutions

- Risk Management Solutions
- Sales & Marketing Solutions
- Supply Management Solutions
- E-Business Solutions

www.b2bsalesandmarketing.com

