



# MarketPlace™ on DVD

Instant prospect lists and basic market research

## MarketPlace is for sales and marketing professionals who need to:

- Generate highly-targeted prospect lists based on selects like industry, number of employees, years in business, and more, and on Open Data like information technology indicators, telecommunication indicators, energy industry indicators, and more.
- Sell more effectively by precisely targeting the prospects who are most likely to buy. With MarketPlace contact names, you can target not only the right companies, but the right people at those companies.
- Size markets quickly and accurately.

## Cost- and time-saving features

- All lists are multiple-use lists — Print labels and reports or export data for licensed lists for an entire year, as many times as you want, at no extra charge.
- No data select charges — Test your list with different data selects until you get the list you want. There's no cost until you license the list.
- Don't pay for names you don't want — Review the list and delete names you don't want, before you license the list.
- No list minimums — Create lists as small or large as you want.
- List sampling — Test large lists with small random samples, before you license the whole list.

## Now shipping in MarketPlace

Millions of contact names and the ability to select by job function and job title, giving you access to the names of millions of managers, directors, and other top decision-makers!

## The Data

All D&B Sales & Marketing Solutions software tools are powered by an on-board database compiled from many industry-leading data providers, giving you the depth of data you need for more precise targeted marketing.

There are two main types of data that make up the D&B on-board database:

**Base Data** — Complete demographic data and selects on more than 13 million U.S. businesses, from the industry's leading supplier of business-to-business marketing data.

**Open Data** — Specialty data and contact names from multiple industry-specific data suppliers.

### Base Data

Following is a list of all the Base Data elements. The elements that you can use as selects to narrow your search are marked with an asterisk (\*).

#### Demographic Data

SIC Division \*  
2-, 4-, 6-, and 8-digit SIC Codes \*  
Annual Sales \*  
Headquarters or Branch \*  
Total Employees \*  
Employees at Site \*  
Year Started (Years in Business) \*  
Public or Private \*  
Subsidiary Indicator \*  
Legal Status (Corporation, Sole Proprietorship, etc.) \*  
Import/Export Indicator \*  
Manufacturing Indicator \*  
New/Changed Records \*

#### Business Data

Unique Identifier  
Trade Business Name \*  
Legal Business Name \*  
Executive at Site \*  
Executive Title

#### Contact Information

Main Phone Number  
Address  
City \*  
State \*  
ZIP Code  
ZIP+4  
Delivery Point

#### Mapping/Location Data

Physical Address  
Physical City  
Physical State  
Physical ZIP Code  
Physical ZIP+4  
3-digit ZIP Code \*  
3-digit ZIP Name  
5-digit ZIP Code \*  
County FIPS code  
County \*  
Metro Area FIPS Code  
Metro Area \*  
State FIPS Code  
Latitude  
Longitude



# Precisely-targeted prospect lists, in minutes, from your desktop

## Open Data — Select and export data on the following industries:

Business Indicators	Information Technology
Education	Insurance
Energy	Law
Exchanges and Area Codes	Manufacturing
Fax Numbers*	Telecommunications

## Contact Names — Target specific job functions and job titles in the following industries:

Education	Law
Financial Services	Management
Health Care	Telecommunications
Information Technology	

### \* Note to all fax list users:

It is a violation of federal and state law to send unsolicited advertisements to a fax machine. (See United States Code Title 47 Section 227.) Anyone violating those laws may be subject to civil and criminal penalties which may exceed \$500 for each transmission of an unsolicited fax. D&B Sales & Marketing Solutions provides business data for lawful purposes only and expressly forbids the use of its business data in any unlawful manner.

## MarketPlace Output

Once you've created a prospect list, you can:

- Print mailing labels to a wide variety of popular label formats.
- Export the demographic data and import it into other programs like GoldMine or ACT! (for contact management), MapInfo (for mapping), Microsoft Excel (for number-crunching), and Microsoft Word (for mail merges). You can also append most Open Data elements.
- Print prospect reports.
- Print telemarketing reports.

### Note to Open Data users:

D&B Sales & Marketing Solutions' data offerings may change from quarter to quarter. In the event that we eliminate certain data, we will inform you about alternatives.

## System Requirements

	Recommended	You must have at least:
DVD-ROM Drive	8X or faster	4X
Processor	Pentium 4	Pentium 90
Operating System	Windows 98/NT 4.0/2000/XP	Windows 98/NT 4.0/2000/XP
RAM*	256 MB or greater	64 MB
Available hard disk space (before install)**	4.7 GB	100 MB
Display	SVGA (800 x 600 @ 256 colors)	SVGA (800 x 600 @ 256 colors)
Mouse	Required	Required

\* Additional virtual memory is required.

\*\* Heavy use of Open Data will require additional hard disk space. All products are available in network versions.

## D&B Solutions

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

www.dnb.com

Our data is backed by DUNSRight™, D&B's unique data quality process that subjects all data to over 2,000 continuous checks. And to keep up with hundreds of business phone numbers and addresses that change each hour, this process updates our data on over 84 million businesses 1 million times a day. D&B goes beyond B2B data — we offer business insight. Insight that you can base your critical business decisions on. Insight that gives you a competitive edge. Insight that increases your revenue.