



Prospect List Power Features

If you are budget- and resource challenged but still need to acquire new customers, and increase sales, you'll be happy to hear that zapdata.com is introducing a new money-saving option — **prospect list power feature subscriptions**.

To ensure that you build the most targeted list possible, for a small fee you can subscribe to specific prospect list power features including sorting and previewing your entire list prior to licensing, deleting unwanted businesses, generating breakdown and cross-tab analysis reports and downloading this information in a .csv format and suppressing previously licensed zapdata lists or non-zapdata lists from future purchases.

Two options allow prospect list power feature subscribers to choose the level of features they need based on usage. Subscribers save money because they are purchasing a discounted bundle of features which help them produce targeted lists and eliminate wasted time, money, and effort.

Visit zapdata.com to start using these powerful tools today!

Whether you send out a lot of direct mail, engage in large telemarketing campaigns, or you conduct market research to get the most out of your sales and marketing efforts, there is a prospect list power feature subscription package that's right for you.

Here are the benefits of the new prospecting power features:

Suppression:

- Save money on every list you license;
- Avoid the expense of licensing records more than once
- Avoid contacting businesses who are already customers
- Exclude competitors and other undesirable businesses from lists.

Prospect lists break-down and cross-tab analysis reports:

- Ensure a reasonable distribution of records by geography, SIC, or size
- Verify that there are sufficient records within their target market in a geographic region to help make branch location or territory assignment decisions
- Print a report for a boss or client for list purchase approval
- Download reports in a .csv format for further market research and analysis.

List Preview:

- View an entire list prior to licensing to ensure that it contains the right information
- Delete unwanted records in the list such as competitors, unlikely prospects or members of their own corporate family

Subscribe today to zapdata.com



Decide with Confidence

Tips & Techniques

Our company only has 10 sales reps, but these reps cover the entire country. Being on the road so often, our marketing team has to generate leads for them and then email them to the rep. This seems like an inefficient method of lead generation, and our marketing department can't handle the demand. We don't have the budget for an enterprise-class solution, so we are limited in what we can do. Any suggestions?

A simple solution is D&B's Internet-based prospecting tool, zapdata.com. Each sales rep could log on and build highly-targeted prospect lists at any time from any location that offers an Internet connection. You only pay for the information purchased — there is no fee to use zapdata. zapdata offers convenient pay-per-transaction usage, so you can use your credit card to purchase lists.

If you'd rather monitor your reps' usage, you can establish a monthly billing account that tracks usage via passwords and usernames for each of your reps. Rather than pay with a credit card, you would be billed monthly. Either way, zapdata is a convenient, cost-effective solution to your problem.

For product information...

call 800.532.3775

To submit a question...

email us at editor@dnb.com

Ask the Experts

Q I am a small business that offers services to a niche market — female entrepreneurs. I want to produce a direct mail piece to reach my market, but I can't seem to find a targeted list. I can't afford to waste money on repeat mailings and lists that don't offer me the information I am looking for. How can I find the information I need?

A D&B offers Socio-economic- and Women-owned business information via our Specialty Files. This file lists 1.7 million U.S. businesses owned by women or other minorities, as defined by the Federal Government. You can access this information in one of two easy ways — our Mailing List and Labels service or online at zapdata.com. Both allow you to choose a list based on multiple selectors, including geography, employee size, line of business, and industry-specific selectors. If you would rather build your own list online without the help of a list representative, visit zapdata.com and build the list yourself. zapdata offers you the freedom to build lists of any size, suppress other lists from your current list, and purchase records with the information you need — mailing information, telemarketing information, etc.

D&B Solutions

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

www.b2bsalesandmarketing.com

