

Infogroup

presented to
Model Task Force

presented by
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About Us



Infogroup is a leading provider of business and residential information for reference, research and community outreach services. Our database contains accurate, in depth information on **24** Million U.S and Canadian businesses, over **260** Million consumers and **124** Million households.

Founded in 1972, we provide data to the top five search engines, mapping data to 90% of the in vehicle navigation systems and service 85% of Fortune 1000 Companies.



Business Database



- Public and private businesses
- Verified and unverified data
- 150k new businesses a month



Verification



We pride ourselves on the accuracy of our data. That's why it's important to constantly verify our database content. Within our data center are nine teams making 40 million calls a year. These teams verify our information is correct and ensure if anything changes, our database reflects the change. NO OTHER COMPANY does this.

What we verify:

- Owner or manager at location
- Company titles and email addresses
- Location address
- Number of employees
- Toll free number
- Web address
- Square footage of location



Residential Database



- 124 million households
- 260 million individuals
- 13 million Canadian residents
- 13 million new movers and 4.5 new homeowners
- 58 million public records
- 30 million consumer email addresses



Residential Data Updates



Our data is updated on a monthly basis.
Using over 75 contributing sources to update:

- Area code changes
- NCOA
- LACS
- DPV
- Do not mail/Do not phone suppression files
- Deceased Suppression File

*Infogroup is a non-exclusive Licensee of the USPS National Change of Address,
Locatable Address Coding and Delivery Point Verification*



Geospatial Location



Every record in our database is geocoded and compiled from three separate sources:

Location address- in many instances this address is the only address available for mailing

Mailing address- PO boxes and RR Box address

Landmark address- link businesses inside buildings, malls etc.

If our source provides an address that cannot be geocoded, our verification team will call and obtain the actual location address where the business services customers

PLUS!

We are one of a FEW companies that is a full service licensee of all USPS hygiene process. 89% of our records can be geocoded to the rooftop/site level. We update our data on a monthly basis vs. quarterly.



What makes Infogroup different?



- We compile the data ourselves in our Papillion, NE datacenter. We don't buy it...we don't outsource it!
- Data updated on a daily and weekly basis
- Aggregate over 3 billion individual records annually
- Verification process
- Higher counts and action based Lifestyle data
- Only company to key every record by hand
- 99.5% accuracy at the record level (vs. 92% for competitors)
- Accurate income and home value models

We have more updates & current information than any company out there!





How our data is applied

- Transportation Demand Models
- Emergency Management Evacuation Planning & Infrastructure Assessment
- Law Enforcement/Fire Anchor Institution Location, Fire District Drive Time Analysis
- Health and Safety- Air & Water Quality Business Assessments
- Municipal Planning, Community & Economic Development, Commerce
- Historical Data Snapshots, Corridor Studies, Community Survey Data

How Infogroup compares



In 2012, a competitive audit was conducted comparing Infogroup data against our closest competitors...

Description	Infogroup	Company A	Company B
Company Name Accuracy	96.1%	93.9%	89.6%
Address Accuracy	91.7%	89.4%	91%
Phone Number Accuracy	94.4%	90.7%	79.7%
Primary Industry Accuracy	92.3%	85.5%	85%
Employment Size Accuracy	78%	62%	74.3%
Executive Name Accuracy	82.2%	71%	78.3%
Executive Title Accuracy	89.9%	79.9%	81.1%
Out of Business Rate	6.2%	21.3%	17.7%

- Infogroup is the clear leader in company name and phone quality
- Infogroup's address accuracy makes mailings, search and navigation more successful
- Infogroup purges records faster and more accurately, yielding significantly lower out of business rates



Historical Data



Dating back to 1997, our historical data is the most accurate in the industry. Available for both Business and Residential, files can be customized to meet specific demographic requirements.

Individual IDs for every record—making year over year comparisons easy. Available as a set or year by year.

[Business Historical Data: 1997-2012](#)

[Residential Historical Data: 2006-2012](#)



Survey Capabilities



Infogroup takes data compilation to the next level with our new DataAxle service.

DataAxle enables customers to perform surveys using data within the Infogroup databases as well as telephone research and marketing capabilities available at Infogroup.

Our survey services include:

- Collaboration with customers to design the best survey
- Survey response collection via telephone, mail and email
- Complete analytic team focused on gathering responses and determining next steps for the customer
- Full consultation and in-depth report with the survey results.



Email Hygiene



Email Append

- We match your email file against our Email Append Database
- Permission email (welcome message) is sent to each appended customer to introduce email communication and provide an opportunity to decline future communications
- Once the process is completed, the enhanced file is sent back to you

Global Suppression Table (GST)

- Hard Bounce- emails known to be undeliverable
- Complainer- actual complainers, or people who hit the report spam button via email client
- DMA Do-Not-Email file- individuals who have registered with the DMA's Do-Not-Email registry

Email Verify

- Email Verify is an email data verification platform that connects with email domains to perform real time account status verification of email addresses. This data hygiene tool allows unknown users and invalid domains to be detected and removed from a mailing list without the senders taking the risk or cost associated with sending bad data.

IP Address Change

- Validate IP addresses captured during customer signup to confirm address is active
- Flag/remove records from any suspicious IP addresses.



Data Processing



Infogroup's Data Processing Service updates and cleans customer files. Deliverable addresses and accurate data will save money, boost response rates and improve targeting.

Our solutions include:

Business/Consumer Data Enhancements:

Enhance customer lists that contain names and numbers for example but need customer telephone numbers. We have more than 130 demographic selections and more than 50 business selects available.

Postal Processing:

Update customers' mailing addresses using address standardization, National Change of Address, Delivery Point Validation, Delivery Sequence File, Locatable Address Conversion System and an Infogroup Proprietary Change of Address system.

Merge/Purge:

Purge duplicate records and merge separate records—completely customizable and processed according to customer needs.

Email Appends:

Enhances existing files by adding accurate and deliverable email addresses. This service can also append corresponding names and addresses to an email file.

File Suppressions:

Don't want to purchase data or mail to specific businesses? No problem, we can suppress any data from any list.

