

# List Enhancement Services

*You need to know who your customers are, especially your best customers, in order to grow your business. What will make them respond to your marketing efforts? What will make them remain loyal to you? infoUSA's Data Enhancement and Profiling services help you understand your customers like never before.*

## **Business List Enhancement Services**

**Phone Append:** phone numbers are added to your business lists by matching against infoUSA's business file.

**Demographic Append:** appends valuable business data such as SIC Codes, sales volume, employee size and contact name to your database.

**Address Append:** adds valuable business data such as contact name and address to your phone number database for mailing purposes.

**Email Append:** adds email addresses to your business database.

**Fax Append:** adds fax numbers to your business database.

**Profiling:** analyze your current customer database and uncover a gold mine of information, such as who they are and what they're like. We then provide you with prospects that match the same characteristics of your current customers.

**Phone Append:** adds phone numbers to your consumer database by matching against the Donnelley DQ13 file.

**Demographic Append:** adds consumer demographics such as age, income, homeownership, occupation and presence of children from the Donnelley DQ13 file. Learn more about your clients by enhancing your database with demographics, behavioral and mortgage information that will help you increase the effectiveness of your target marketing efforts.

**Address Append:** when you supply a customer or prospect list that contains a phone number, we can return it with contact and address information for direct mail purposes.

**Email Append:** adds email addresses to your consumer database.

