



Firmographic Append

Add Valuable Firmographics to Your B2B Contact Records

Are you missing pertinent information from your business-to-business database? To build smarter strategies and generate better leads, you need to see and understand the full picture. Melissa taps into a comprehensive data source to enrich your contact records with a wealth of business firmographic information that can be used for better decision making, lead scoring and optimized B2B marketing and sales efforts.

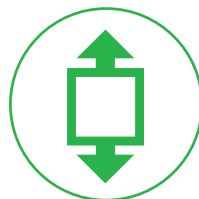
- Gain knowledge of a business' profile for better analytics & market segmentation
- Prevent lost opportunities & drive sales productivity with up-to-date contact info
- Create personalized & more effective lead generation campaigns
- Identify your best customers & find prospects just like them

Business Enhancements

Use company name and address to get the following firmographic appends returned to you:

- SIC Code
- Contact Name & Title
- Phone Number
- Employee Size Range
- Sales Volume Range

Enhancements are available a la carte or in custom-bundle ordering.



INDUSTRY

SALES VOLUME

SIZE

COMPANY

Adding Business Firmographics – Here's How We Do It

Send us your file and our Service Bureau will add detailed information from more than 12 million business and professional establishments to your records. Melissa's records are maintained by an annual survey and updated monthly for move updates.

Get Started Today!

>> Get a FREE quote: www.melissa.com/direct/data-append/business-data-append-service

About Melissa

Melissa Direct is the one source for all the direct marketing tools you need to improve customer communications and drive response rates. From SaaS and desktop mailing software, to list hygiene services, to targeted mailing lists and sales leads, and email marketing and data append services, Melissa Direct will help you boost sales, increase conversions, and achieve maximum ROI – whatever your budget. **Be direct. Be Melissa Direct.**

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