



BusinessCoder Cloud Service

Enrich B2B Contacts with Valuable Firmographics

Build smarter strategies and generate leads with access to 25 million multisourced business records. Melissa Data's BusinessCoder allows you to transform ordinary data into actionable data with the addition of company-specific details in an easy-to-use Cloud service.

The essential details you get in return information—which are added to your contacts—helps your business manifold: improve analytics, generate leads, and up your B2B marketing and sales game.

What Can You Use It For?

BusinessCoder can be used in many ways, including

- **Launch B2B targeted campaigns**—updated, correct data makes it easy
- **Create business strategies**—based on actionable data returned about companies
- **Increase sales**—with the ability to identify your best customers and prospects

The screenshot shows the BusinessCoder Test application interface. It is divided into three main sections: INPUT, COLUMNS, and OUTPUT.

INPUT: Fields include Company (Melissa Data), Address (22382 Avenida Empresa), Address2, City (Rancho Santa Margarita), State (CA), Zip (92688), Country, Phone, MelissaAddressKey, Stock Ticker, Web Address, and RecordID. There are navigation buttons: GO TO (104), PREVIOUS, NEXT, and VERIFY. A checkbox for "Verify on Navigation" is checked.

COLUMNS: A list of columns with checkboxes. "Select All" is checked. Selected columns include: DeliveryIndicator, MelissaAddressKey, MelissaAddressKeyBase, DominantBusiness, LocationType, Phone, Stock Ticker, WebAddress, EmployeesEstimate, SalesEstimate, FemaleOwned, SmallBusiness, HomeBasedBusiness, and SICCode1.

OUTPUT: A table view showing the enriched data for the selected record. The output fields and values are:

CompanyName	Melissa Data
AddressLine1	22382 Avenida Empresa
Suite	
City	Rancho Santa Margarita
State	CA
PostalCode	92688
Plus4	2112
DeliveryIndicator	B
MelissaAddressKey	8008006245
MelissaAddressKeyBase	
LocationType	
Phone	9495895208
StockTicker	
WebAddress	www.melissadata.com
EmployeesEstimate	105

Over 25 return fields of detailed firmographics (SIC codes, employee size, total sales estimates, and more)

Benefits:

- Develop informed strategies for better BI
- Increase response rates with ability to personalize messages
- Boost marketing efforts, know customers & prospects better

Features:

- 25 million multisourced business records
- Addition of missing phone numbers
- Standardize company names
- Verify business for residential address
- Supports JSON and REST protocols

Try BusinessCoder Cloud Service for Free

Want to try BusinessCoder Cloud Service for free with no obligation?

>> Get a Free Trial Now: www.MelissaData.com/businesscoder

Data Returned by BusinessCoder

Column Name	Data Definition
• Company Name	Name of the Business
• Address	First Address Line
• Suite	Suite
• City	City
• State	State
• Postal Code	ZipCode/PostalCode
• Plus4	Plus4 of the Address
• Delivery Type Indicator	Residential or Business Address Indicator
• Melissa Address Key	Unique key assigned to an Address Record
• Melissa Address Key Base	Unique Key assigned to the base address of a complex with apartments or suites
• Location Type	The code denoting whether the business is a headquarters, a branch, or a subsidiary headquarters
• Employee Numbers estimate	The estimated number of employees who work at this particular business location
• Sales Volume estimate	The estimated sales volume particular to this business location
• StockTicker abbreviation	Unique abbreviation/symbol assigned by the stock exchange for listed companies
• Web Address	The Web Address/Domain for a Company
• Up to 3 SIC/NAICS codes and descriptions	6-digit Standard Industrial Classification Code for the business's primary activity or North American Industry Classification System code
• Latitude	Latitude Geo Coordinate
• Longitude	Longitude Geo Coordinate
• County Name	Name of the County
• CountyFIPS	FIPS of the County
• Census Tract	Census Tract number for the address
• Census Block	Census Block number for the address
• Place Code	Census Bureau Place Code
• Place Name	Census Bureau Place Name

About Melissa Data Corp.

Since 1985, Melissa Data has been a leading provider of data quality and address management solutions. Melissa Data's data quality software, Cloud services and data integration components verify, standardize, consolidate, enhance and update U.S. and global contact data, including addresses, phone numbers and email addresses for improved communications and ROI. More than 10,000 companies worldwide rely on Melissa Data to gain and maintain a single, accurate and trusted view of critical information assets.

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