
Data Axle Reference Solutions



reference
solutions

TECHNICAL PROPOSAL3
CONSUMER/INDIVIDUALS DATABASES4
CANADIAN WHITE PAGES6

Technical Proposal

Data Axle's proprietary compilation and verification processes provide unparalleled data accuracy. Millions of businesses and consumers use Data Axle data every day; in fact Info group services 90% of the Fortune 100 companies. Our data powers the top 5 Internet search engines and our point of interest information is used in 90% of North American in a car navigation systems.

Our most common applications:

- Search Engines/ Local Search
- Job Searches
- GIS, Mapping, & Navigation
- Government & Security Analysis
- Research & Analytics
- Direct Marketing & Sales Lead Generation
- Directory Assistance (411)
- Real-Estate & Site Selection
- Background Checks & Credit Agencies
- Fraud Prevention

Customers, like Google and the United States Secret Service, use our data a number of different ways and we make all of this powerful information available to the general public with ReferenceUSA.

ReferenceUSA contains 10 unique searchable databases- 7 business databases and 4 consumer databases shown below:



Available Databases	
▶ U.S. Businesses / Employers USA 43 Million Businesses 1.5 Million Closed Businesses	▶ U.S. Historical Businesses 183 Million Historical Records
▶ Canadian Businesses 1.9 Million Businesses	▶ U.S. Jobs / Internships 2.5 Million Job Postings
▶ OneSource International Companies and Executives by Title	▶ U.S. New Businesses 4.2 Million New Businesses
▶ U.S. Healthcare 1.3 Million Physicians & Dentists	▶ U.S. Standard White Pages 140 Million Residents
▶ U.S. Consumers / Lifestyles 254 Million Individuals	▶ Canadian White Pages 14 Million Individuals
▶ U.S. New Movers / Homeowners 15 Million Records	

Consumer/Individuals Databases

Every month, we rebuild our consumer databases using more than 100 sources. Data is gathered from voter registration files, utility connects, real estate and tax assessments, behavioral data, bill processors, and more. The U.S. Consumer Database sets the standard for unparalleled quality, while its comprehensive demographic and lifestyle attributes allows for creative solution building for any marketing or research campaign.

Quick Facts

- 245 million consumers
- 100s of sources, from more than 4,300 phone directories, voter registration data, tax assessments, real estate deed information, utility connects and so on.
- Over 100 lifestyle selections
- Individual-level transactional data
- Proprietary enrichment sources with U.S. Consumer, aggregating over 3 billion records annually
- Market experience since 1917 in data analysis and modeling

Benefits

As an original compiler, Data Axle has several advantages in developing a superior consumer marketing database: specific knowledge of raw data sources; control over all aspects of the compilation process; a clear understanding of the optimal approach to integrating various sources of data; consistency in the development of modeled attributes; and flexibility in refining and enhancing compilation procedures.

Whether trying to identify target markets, study the demographics of a community, research consumer demand or study potential customers based on hobbies and interests; our database has it all. Compiled from literally hundreds of sources, and updated every month to ensure accuracy. Customers are able to be more profitable by targeting an audience and not blanketing. Clients may customize their marketing efforts; a researcher may find the relative or friend of a family member.

Breadth of Information

More than 200 demographic selects allow for target marketing and research.

Multiple Uses

- Sales leads
- Direct mail
- Customer profiling
- Market profiling
- Academic research
- Economic research
- Historical research
- Neighborhood demographics
- Community profiles

Highest Quality

The consumer databases are largely recognized as the best quality, most comprehensive and most accurate data solution for business applications. With consumer data having so many variables, literally billions of records, a competitive audit conducted by an independent auditor, can be found at the end of this proposal.

Update Frequency

Over 20% of Americans move each year therefore keeping our information up to date is critical. We are constantly updating our consumer records – rebuilding the database monthly—to guarantee that you get the most current and accurate information possible. We included our most recent consumer update file transfer.

Canadian White Pages

Our Canadian consumer data is continuously updated using electronic and print directory sources. Processed against Canada Post's certified Address Correction and Standardization processes, maximum deliverability is assured when using our information. Data Axle conforms to all Canadian consumer privacy regulations including PIPEDA (Personal Information Protection & Electronic Documents Act). As active members of the Canadian Marketing Association, we abide by their code and Ethics and Standards of Practice Guidelines.

Searching the database

You can search for individuals

Canadian White Pages Database

Quick Search **Advanced Search**

Fill out one or more of the following criteria boxes, then click "View Results" button.

First Name <input type="text"/>	Last Name <input type="text"/>	Phone <input type="text"/>
City <input type="text"/>	Province All <input type="text"/>	

[Additional Filters](#) [Clear Search](#) **VIEW RESULTS**

Or you can search for groups of individuals by choosing different criteria, which is broken into several main characteristics:

<input checked="" type="checkbox"/> Name
<input type="checkbox"/> Name
<input checked="" type="checkbox"/> Geography
<input type="checkbox"/> Province
<input type="checkbox"/> City
<input type="checkbox"/> Postal Code
<input type="checkbox"/> Street Address
<input checked="" type="checkbox"/> Phone
<input type="checkbox"/> Phone
<input type="checkbox"/> Area Code
<input checked="" type="checkbox"/> Exclusions
<input type="checkbox"/> OMIT: Area Code
<input type="checkbox"/> OMIT: Postal Code
<input type="checkbox"/> OMIT: City
<input type="checkbox"/> OMIT: Province
<input type="checkbox"/> OMIT: Saved Searches

Results

Once you have finished choosing your criteria you can review your data several different ways:



Results Table

Canadian White Pages
397,197 Results ◀ Revise Search ⏪ New Search

Page 1 of 15,888 — NEW! —

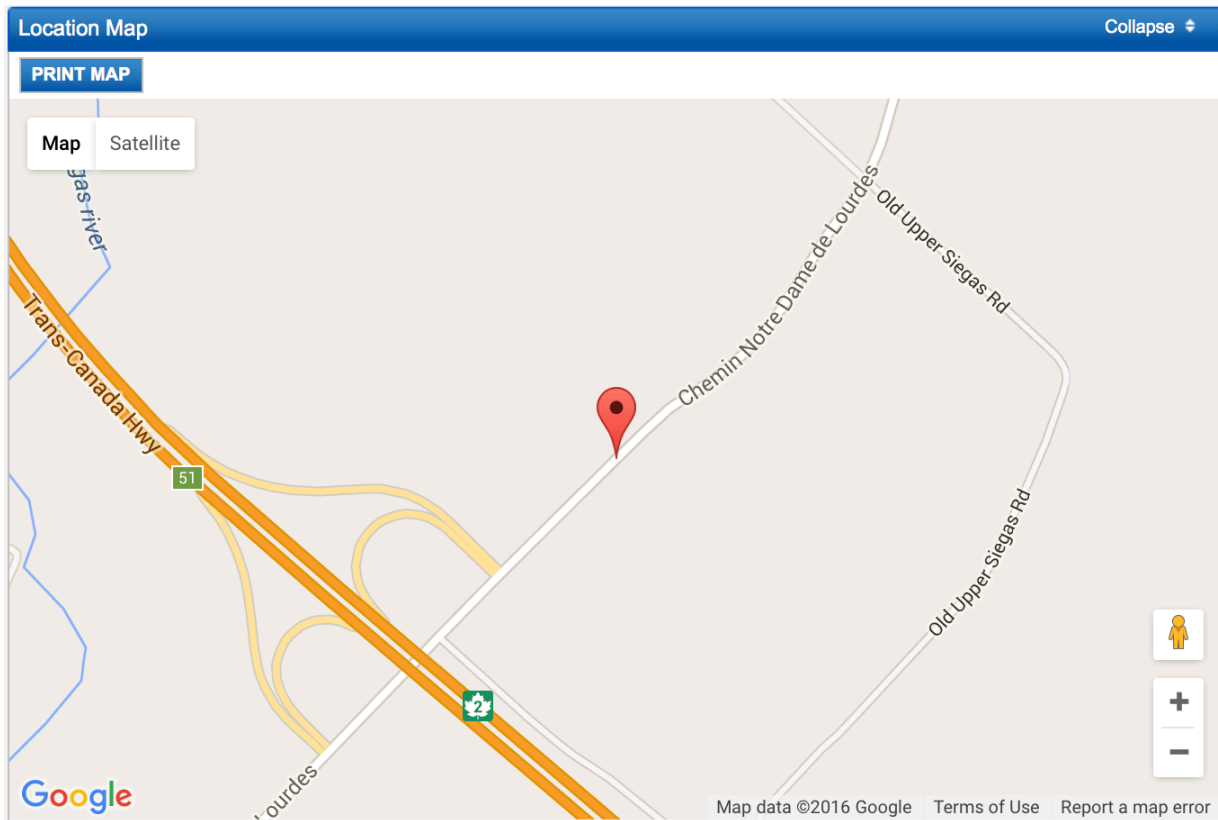
[Review](#) [Details](#) [Download](#) [Print](#) [Save Search](#)

<input type="checkbox"/>	First Name	Last Name	Street Address	City, Province	Postal Code	Phone
<input type="checkbox"/>	Diane	Lippens	233 Ch Notre Dame...	Notre Dame De Lourdes, NB	E7E1V7	(204) 248-2307
<input type="checkbox"/>	Jocelyne	Dore	195 Ch Notre Dame...	Notre Dame De Lourdes, NB	E7E1V7	(204) 248-2857
<input type="checkbox"/>	Barry	Hall	14 James St	Douglas, NB	E3G7Z3	(204) 763-8769
<input type="checkbox"/>	J	Baker	16 Willow St	Minto, NB	E4B3E9	(204) 776-2286
<input type="checkbox"/>	A	Khatabi	233 Ch Notre Dame...	Notre Dame De Lourdes, NB	E7E1V7	(204) 248-2777
<input type="checkbox"/>	Rico H	Villa	203 Ch Notre Dame...	Notre Dame De Lourdes, NB	E7E1V7	(204) 248-2466

Detailed Record

For micro level data you may view the specific details of individual records, which include hundreds of characteristics:

Resident Information Collapse ▾	
Name:	Diane Lippens
Address:	233 Ch Notre Dame De Lourdes
City:	Notre Dame De Lourdes
Province:	NB
Postal Code:	E7E1V7
Phone:	(204) 248-2307



Exporting Information and saved searches

You can export information by downloading, emailing, or printing records. You can choose various formats, and levels of detail to export. You can also download or print charts, graphs and tables, which are fully cited in both MLA and APA styles.

Users can create personalized accounts and save their search criteria. They can access their searches on the homepage, after logging in with their private user name and password.