



COMPASS NATIONAL BUSINESS FILE



The Compass National Business File Provides Extensive B-to-B Reach

Valassis Lists has partnered with Compass to offer its National Business Database. Updated monthly, Compass maintains over 16 million businesses coded by SIC. This national business file is comparable to the Dun and Bradstreet and InfoUSA business files with equal quality and equal coverage at a much more competitive cost.

Compass Marketing data is matched back to multiple sources to validate and to ensure consistency of collected information. Compass' validation and verification process is a multi-step process where different sources are used to validate initial compilation findings. With an extensive list of selects available, the Compass National Business File allows you to target the right businesses for your offer.

Total Addresses Available: **16,503,416**

B-to-B Mailing List Selections Include

- > Contact Name
- > Title
- > Phone
- > # of Employees
- > Sales Volume
- > # of Years in Business
- > Ethnic Owned
- > Women Owned
- > NAICS
- > SIC
- > Fax
- > # of PC's
- > Square Footage
- > SOHO
- > Location Type
- > New Business
- > URL

Business Credit Score Also Available

The Compass credit score is based on a model wherein a number of elements are combined and analyzed in order to determine the credit "worthiness" of a potential prospect company. A partial listing of elements utilized to create this model include number of employees, years in business, government data, stability of the company's industry, sales volume, better business bureau statistics. This score is useful as a payment indicator.

Multiple Business Data Sources Include

- > Yellow Pages/White Pages
- > SEC Filings
- > Better Business Bureau
- > New Biz Registrations
- > Trade Journals
- > Postal Service Info
- > Government Directories/Reports
- > Census Data

Current users of the file include front office supplies, back office supplies, computer hardware/software, business furniture, and business credit cards.



Get Counts and Order Online at www.valassislists.com

Valassis Lists formerly operated as ADVO Lists.

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