We Make It Easy to Find New Customers

Your One-Stop Shop for Lists & Marketing Solutions

- Marketing Lists
- Direct Mail
- Email
- Sales Leads
- API Solutions
- CRM Integration

America's **Trusted** Data Source Since 1972

Talk to a sales and marketing partner at **866.716.9081** or visit **DataAxleUSA.com**

InfoUSA is Now Data Axle USA

Your premier source for prospect lists

infoUSA → **data axle** USA

Your journey to business growth and increased sales begins here. While you may remember us as InfoUSA, we're now Data Axle™ USA. New name. New look. An enhanced experience. The same great product. And now, more than ever, we're focused on solving your unique business challenges—from finding you targeted, new customers to connecting you with them through real-time solutions.

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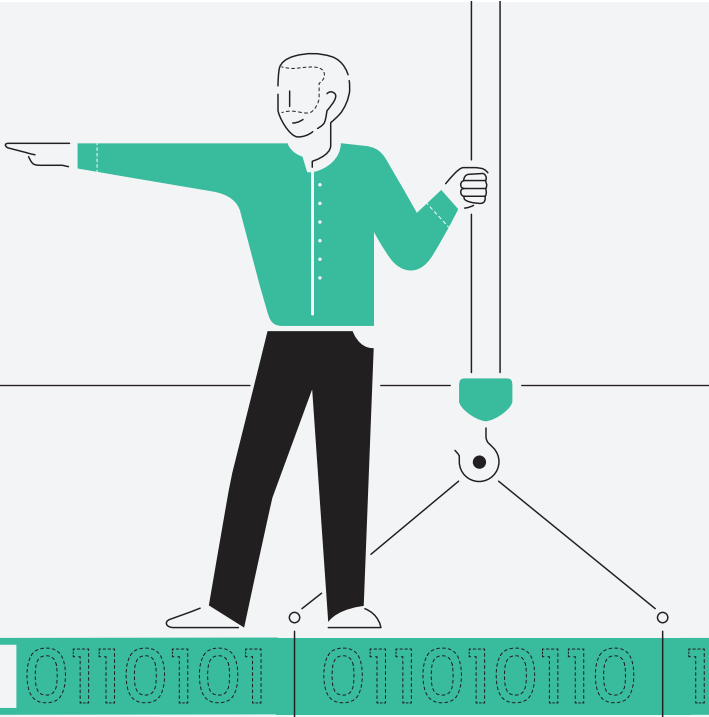
What You Need to Know About Our Lists

Data Axle USA compiles its data from over 100 sources including public directories, new business filings, daily utility connections, press releases, corporate websites, courthouse records, voter registration files, real estate transfers, behavioral data, and other hard-to-find sources. Plus, it's all backed by a 100% Satisfaction Guarantee.

Business Database

15 Million
U.S. Businesses

1 Million
Canadian Businesses

69,000
New Businesses Added Per Month

61 Million
Business Contacts

98 Million
Businesses with a Digital Footprint

60 Million
Business Emails

Consumer Database

315 Million
U.S. Consumers

184 Million
Families

306 Million
Consumers with a Digital Footprint

155 Million
Consumers with Interests

105 Million
Consumer Emails

"They were very patient and professional while working with me to determine the data elements that would best fit my needs and stay in budget. **I recommend Data Axle USA to anyone looking to obtain professional contacts in a huge selection of sectors.**"

Kanette via ResellerRatings

Business Lists

You can't afford to waste any resources, especially in today's competitive business environment. Data Axle USA's targeted lists of businesses can help you zero in on companies most likely to buy from you. Save your money, increase your deliverability, and boost your response rates.

View our available Business List Counts by Type of Business and by SIC Code.

Popular Business Lists

- Small Businesses
- Big Businesses
- Fortune 1000™ Companies
- Doctors
- Nurses
- Manufacturers

- HVAC
- Churches
- Insurance
- Plumbers
- Restaurants
- And More

Top search selects include executives, lines of business (SIC/NAICS), business size (employees/revenue), credit rating, years in business, corporate hierarchy, business expenses (by category), square footage, B2C link to consumer data, and more.

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Consumer Lists

Whether prospects have recently moved into your area, bought a new home, invested their money, or have children at home, chances are if you reach them first, you can develop a profitable relationship. Data Axle USA can help you find these new leads and make the sale before your competition even knows they exist.

View our available Consumer List Counts
including Major Cities, Income, Age, and More.

Popular Consumer Lists

- Homeowners
- People by Occupation
- New Movers
- Real Estate
- People Turning 65
- Ethnicity

- Affluent Homeowners
- Investors
- Households with Children
- Mail Order Buyers
- Automobile and Vehicle Owners
- And More

Top search selects include age, income, rent/own, home value, length of residence, mortgage details, presence of children, ethnicity, B2C link to business data, and more.

Marketing Solutions

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How to Target New Audiences Ready to Buy

Data Axle USA features a variety of multi-channel marketing solutions that will maximize the number of targeted prospects you reach and your overall campaign success.

Direct Mail

Select from one of our popular postcard templates, or one of our designers can customize a mail piece unique to your business. Whether you're a new business looking to expand brand awareness or you're an established organization hoping to find new customers, we can do it all for you.

Email Marketing

Connect with your customers by presenting a professional-looking email that promotes your products, services, or upcoming sale. You get access to thousands of new contacts, executive email addresses, tools to write and design a successful sales email (user-friendly templates or upload your own design), and in-house experts that can handle the design and all the details for you.

Online Display Advertising

Target your audience on websites they frequently visit with an online display advertisement. This will allow your message to follow them around and bring them back to your website or landing page. Pairing online ads with your other marketing campaigns also can boost your results by up to 200%.

"I run a marketing agency serving a specific niche and was looking for a list of companies matching a specific area. Data Axle USA was very helpful in helping me narrow down the options on who to target."

isaacpartida

Social Media Advertising

Deliver your advertising and promotional content to 2.45 billion Facebook™ users, 330 million Twitter™ users, and 610 million LinkedIn® members.

GET FOUND ONLINE

Data Axle Local Results

Local Results will help you grow your business online with a website crafted by our design team. You control the content and how often it's updated. Select the right marketing campaigns for success, easily track phone calls, and more.

Your Website

We'll create your business website to drive leads for your products and services. If you already have one, we'll make a landing page to drive traffic to your specific promotion.

Be Discovered

Identify the best marketing solutions for your business needs. Choose from Google Ads™, local online listings, Google My Business™, display ads, social media, postcards, and more.

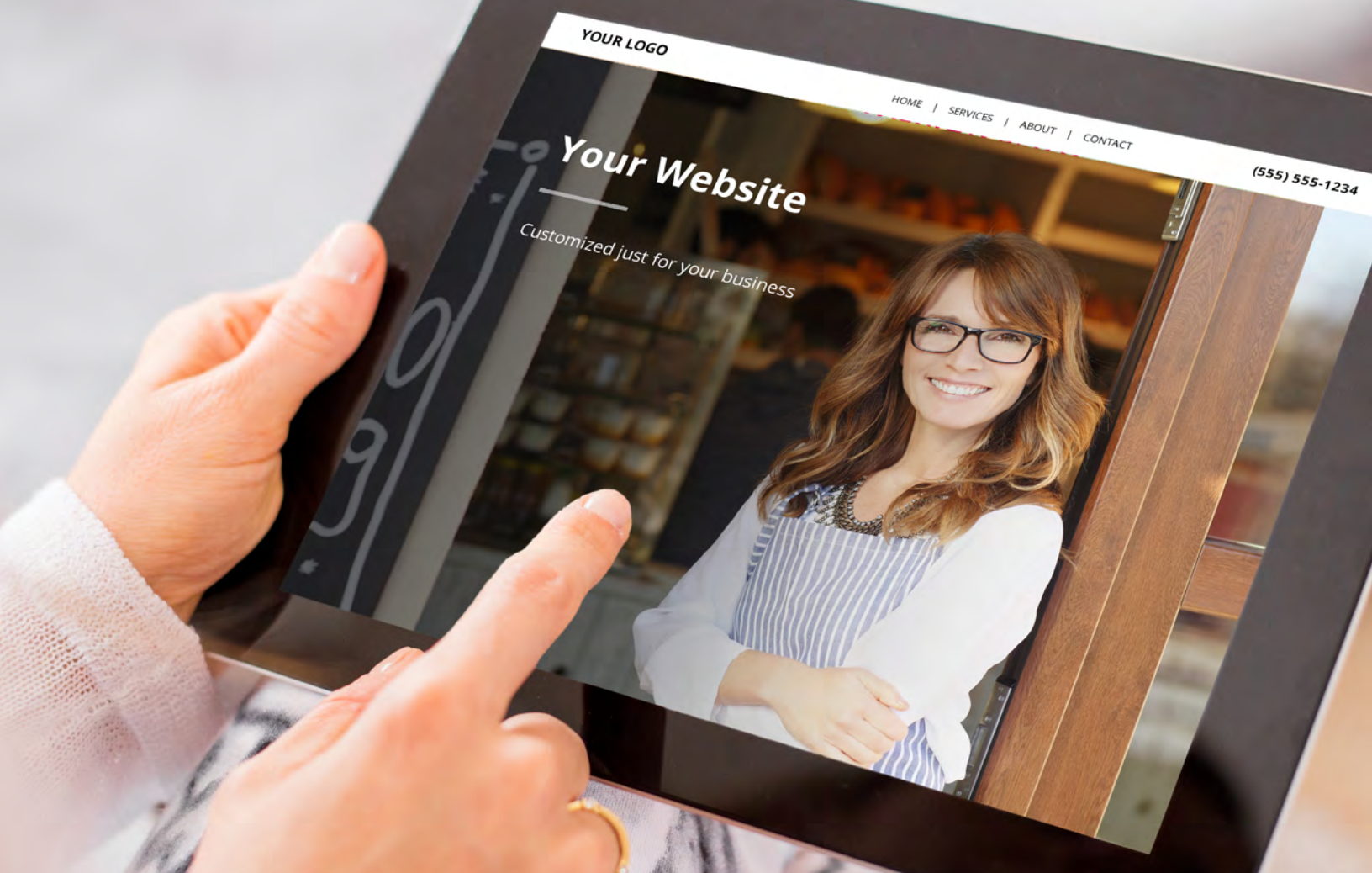## Acquire New Customer Calls

Get instant alerts sent to your phone whenever you've missed a call.

Track Results

Empower your data-driven decisions with real-time reporting from advanced call tracking and recorded key metrics from your website visitors.

Get the Online Solutions You Need to Help You Establish and Grow Your Business

Data Solutions

DATA SOLUTIONS

Enhance, Hygiene, & Enrich

It's important to constantly update your business and consumer information. That means adding missing or updating bad phone numbers, email addresses, emails, and job titles. Save time and money on postage, labor, and more.

Data Enhancement

This ensures you have the most up-to-date information you need to reach your customers. Get the most value out of your list by letting our experts check it against our records. We take out bad data and old contact information, leaving you with a freshly updated list.

Email Append

Reach the right people at the right time and send bad email addresses out the door. Email database append adds missing emails to your current data, so you can connect with your audience more efficiently.

Data Hygiene and Enrich

Add missing or update bad phone numbers, addresses, emails, job titles, and more to your existing records.

DATA SOLUTIONS

Connect and Integrate With Your Data & Systems

API Solutions

Our API Solutions allow your team to pipe consumer and business data from our platform directly into your own products and applications, to complement prospecting, customer acquisition and retention, analytics and measurement, product strategy, and any other business goals.

Enable your in-house or third-party analysts and developers to use our databases to build and scale their own solutions without the complexity, expense, and lag time that come with maintaining large data stores.

Our suite of APIs allows you to inject data and perform key processing directly in your own platforms as you need it, or in real time. Get instantly notified of changes you need to know about using our changes API.

CRM Integration

Let our pre-built integrations solve your CRM data problems and eliminate manual processes by delivering high quality business data and insights directly into your Salesforce or Microsoft Dynamics instance.

With complete business records and insights at your fingertips, you can focus on identifying new company prospects, finding decision-making contacts within them, and crafting offers and messaging to specific segments.
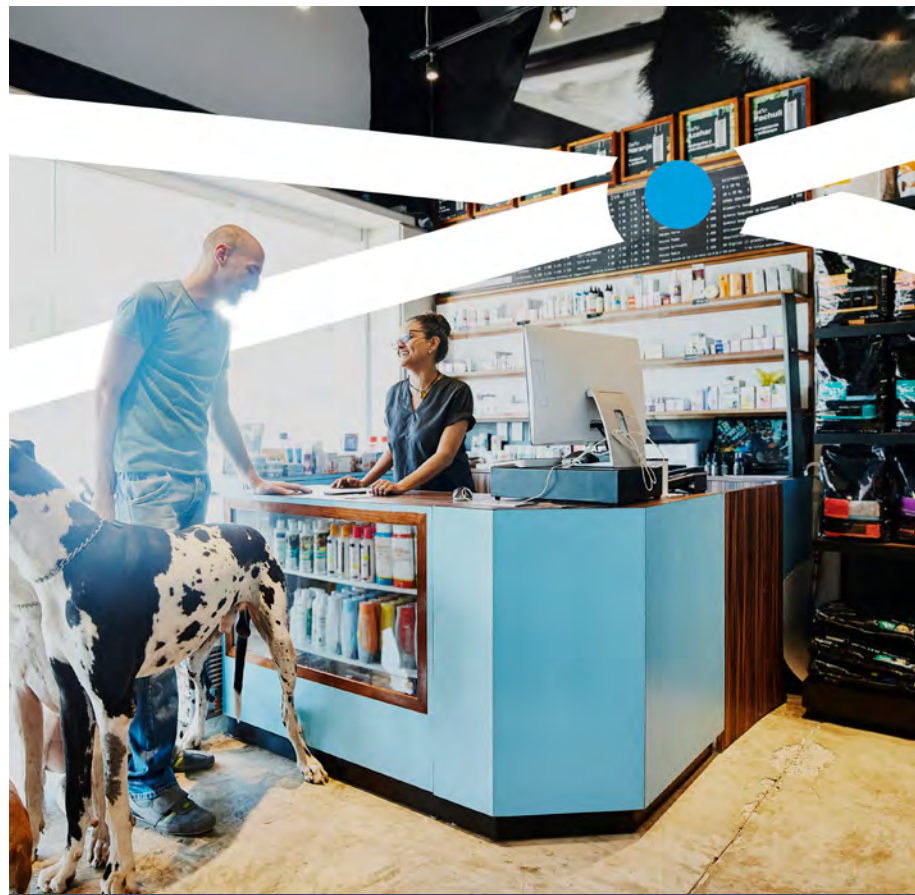
Data Axle for Salesforce and Data Axle for Microsoft Dynamics eliminate 100% of your manual updates, delivering millions of fresh data points, leads, and contacts to you, straight into your CRM.

data axle genie

Use Data Axle Genie to Find New Customers

Data Axle Genie is the perfect tool to help you find, acquire, and retain customers to help grow your business. You'll get unlimited access to targeted sales leads plus all the tools you need to organize your sales process and effectively market your business.

The Perfect Tool to Find New Customers

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Everything you need to reach the right decision makers

Create your own complete sales and marketing hub with any (or all) of the following options:

Data Axle Genie Lead Manager™
Use Data Axle Genie to customize your views, save notes, assign tags and status icons, and more.

Email and Direct Mail Services
We make it easy to design, send, and track email or postcard campaigns.

Data Axle Genie Dialer™
Use our integrated dialing technology to call, research, and manage an entire list of leads and manage productivity.

Online Advertising
Promote your business online with targeted ads on Google Ads™ and Bing™ networks.

Customer Data
Combine your customer acquisition and retention marketing activities to save time and reduce redundancies.

Data Enhancement
Clean and enhance your existing customer data using our up-to-date business and consumer information.

Prices & Ordering

What Do Our Lists Cost?

Because we offer you so many options when building your list, it's virtually impossible to show our prices. Overall, our lists cost only a few cents per name. We base our pricing on:

List Formats
Choose from excel file, mailing labels, prospect lists, 3x5 sales leads cards, or email. (Prices vary.)

Information
Find and reach new customers using our targeted mailing lists. Along with business name and address, we offer many other details. (Prices vary on how much information you choose.)

- **In-depth customer analysis** — Understand commonalities in your customer demographic or firmographic data plus pinpoint customer behavioral information with help from a Data Axle USA marketing partner.

Guidelines for Use of Consumer Databases

When accepting orders, Data Axle USA associates must:

- Inquire about the goods or services being marketed.
- Verify that all orders are in good taste, honest, and the offer clearly stated.
- Ensure advertising copy does not state or imply any knowledge of recipient or of household.

Sensitive Data
When sensitive offers or marketing data is involved, the advertising copy is subject to approval by Data Axle USA. Sensitive marketing data includes that which pertains to older adults/senior citizens, religious preference, health/medical care, ailments or treatment, or financial transactions. Sample mail pieces will be kept for a minimum of one year.

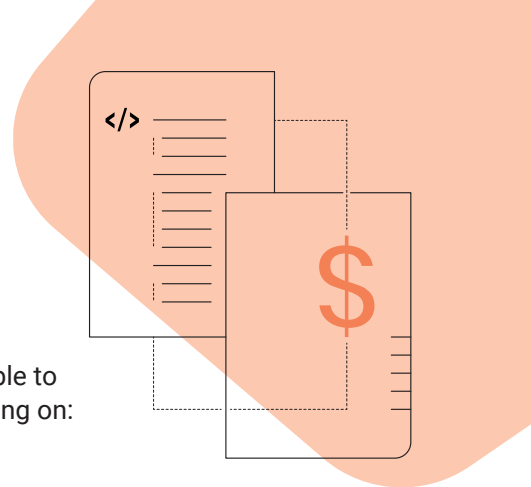**Do-Not-Call, Do-Not-Mail, Do-Not-Fax, Do-Not-Spam Regulations**
You must comply with all local and federal regulations when mailing, emailing, or telemarketing.

Use of Lists
Names are furnished for the confidential use of the purchaser only. They are not to be used to compile or prepare mailing lists; marketing aids; classified directories; classified advertising conveyed by any telephonic, mechanical, or electronic means; or any other compilations that are sold or otherwise provided to third parties.

Questions About Your Purchase?
Call customer service at **866.716.9081** or email **DataAxleCustomerSuccess@data-axle.com**.

Everything You Need to Deliver Your Message

Audience Selection

- Fine tune your audience for every campaign using selection criteria based on your business goals
- Get analytics on your target audience so you can understand them better
- Uncover new prospects who share qualities of your best customers

Postcard Mailings

- Accurate and targeted mailing lists
- Professional design and printing options
- Fast turnaround

Email Marketing

- Custom campaigns and professionally designed template options
- Easy-to-use editing tools (no coding required!)
- Targeted business and consumer email lists

Digital Marketing Campaigns

- Advertise on Google Ads™, Bing™, and Facebook™
- Custom packages available
- Personalized service and account management

data axle USA

Talk to a sales and marketing partner at **866.716.9081**
or visit **DataAxleUSA.com**

**Find your best customer with a
FREE Custom Marketing
Research Report**

Call **866.716.9081** to get yours today!