

Products & Services Overview



Data



Applications



Services





Data

Infogroup data solutions are known for their depth, quality, and accuracy.

As an original compiler of both consumer and business information, we have developed a sophisticated data sourcing, compilation, and aggregation process based on our intimate knowledge of raw sources and decades of experience.

Most of our data is offered through our real-time data delivery platform, Data Axle. Data is additionally available through exchanges, allowing it to be leveraged for use cases spanning direct mail, email, telemarketing, digital, and social, as well as licensed to power customer products such as navigation or online systems. Below are examples of the types of data we offer.

Business Database

Ranked a leader by Forrester, our business data is compiled from over 4,000 trusted sources and thoroughly cleansed and verified to ensure accuracy and deliverability. This database includes nearly every business located in the US and Canada (a total of 16 million+). We make over 24 million calls each year to verify our business data. Results are combined with machine learning techniques to provide the highest quality data available. Hundreds of attributes are available and selections can be made with criteria such as “new business” or to identify recent changes in a business.

Consumer Database

Our consumer file is compiled from hundreds of sources to provide an incredibly rich set of data on over 188 million US and Canadian Households (300+ million individuals). Created from the highest quality public sources, our file contains hundreds of demographic and lifestyle attributes, including age, income, presence of children, and more. Specialty selections such as “New Mover” or “New Parents” allow clients to target individuals by life events or life stages that drive targeted communications.

Business Consumer Link

ExecuReach is a specially designed dataset of over 100 million records that blends Infogroup’s business and consumer databases to allow marketers to identify crucial links between individuals at home and at their place of business. ExecuReach provides the power to cross-sell to prospects at both these locations. This unique ability to view both personal and business insights in one profile redefines the way audiences are targeted.



Data

Digital

Infogroup data is available in all major DSPs and DMPs, allowing it to be used digitally. We offer roughly 1,000 B2C and B2B audiences as part of our standard taxonomy, with audiences that cover many popular demographic and firmographic insights, as well as seniority and job titles. Infogroup is also able to create custom audiences utilizing the hundreds of data elements in our databases or onboard your own first-party data boosting performance by identifying all available email addresses before onboarding.

Transactional Data

Marketing Genetics is a unique, powerful database of consumer transactional data. Sourced from more than 1,400 catalog merchandise mailers, Marketing Genetics collectively pools two years of shopping cart purchase detail (one billion+ transactions) for 145 million individuals and 75 million households.

Donor Data

Infogroup offers a co-operative database (Apogee) exclusively to not-for-profit organizations. We help organizations improve donor acquisition and retention with superior data-based strategies, techniques, and advanced analytics. Apogee contains contributed data from over 700 nonprofit participants and is enhanced with data from Infogroup's consumer database as well as consumer transactional data.

Co-op Data

Infogroup's proprietary co-op database (Sapphire) is a powerful collection of email, phone, and postal data sourced from over 350 response lists including Aberdeen, BNP Media, BusinessWatch, CFE Media, TechTarget, and other response-driven lists. Sapphire contains data on B2B decision makers covering virtually every business located in the US and Canada along with intent signals and key selection criteria.

Intent Data

Infogroup's Intent identifies a responsive audience that is in-market -- within days of taking an action, consuming content, or doing some other observable behavior leading to an indication of intent. Focusing on observed behavior and flagging signals for intent will provide insight to specific interests or needs of a product or service at that moment, leading to potential intent based on those observations. Our file is compiled from multiple sources and contains data on over 6,200 intent topics.



Applications

Infogroup develops software applications that allow customers to leverage and manage our data for acquisition, retention, analytics, or other uses.

Real-Time Data Platform

Data Axle is Infogroup's proprietary, cloud-based, real-time data platform. Providing access to our premium data sets through APIs, it features a user interface for non-technical users. Seven standard APIs are available, including search, scan, insights, match, submission, and changes. All allow clients to access our data and be notified of changes in real-time, without the expense of housing data in-house.

Marketing Automation Integrations

Data Axle for Salesforce eliminates 100% of manual processing by delivering millions of fresh detailed data points, leads, and contacts directly to a client's Salesforce instance. Modules are available for prospecting and / or enrichment and the application can be configured and tailored to your unique Salesforce rules with the help of Infogroup specialists. Apps for other marketing automation tools are available.

Acquisition Platform

Infogroup's acquisition platform enables our clients to grow their business through email by providing the data, software, and expertise necessary to safely and confidently connect their brand to specific buyers. This highly sophisticated solution connects marketers with prospective customers from a database of 119+ million fully cleansed and highly accurate B2B and B2C leads with hundreds of demographic and firmographic attributes for more effective targeting.

Email Deliverability

Infogroup's proprietary technology and services offering, Inboxable, enables clients to measure inboxing rates in real-time at over 100 ISPs worldwide. Users can view their emails render across 90 different desktop, mobile, and web clients and quickly detect any blacklisting of their domains to ensure they stay ahead of any deliverability issues. Inboxable also offers email design tools to allow users to leverage drag-and-drop functionality to create beautiful responsive emails in minutes.



Applications

Prospecting & Sales Enablement App

Salesgenie is Infogroup's highly rated sales enablement tool that allows sales teams to find, acquire, and retain customers. Salesgenie helps you find your best prospects based on the characteristics that define your best customers. Built-in tools help you reach them via email, phone, direct mail, or online and assist you in tracking your campaigns so you can determine what works. Used by tens of thousands of subscribers, Salesgenie is also available through a convenient mobile app for teams on the go.

Local Listings App

Infogroup's Express Update application makes it easier for businesses to manage their own listing data, which in turn allows their customers to find them easier on the internet. Once information is updated, Infogroup automatically sends the corrected information to our partners, including the top search engines (accounting for 98% of all U.S. searches), 85% of large public libraries, and the leading in-car navigation systems.

Credit Solutions

Infogroup offers a dynamic online credit solution (credit.net) that helps companies of all sizes manage risk and optimize business opportunities. Our experts provide a full suite of solutions that include business credit, risk management, compliance, data analytics and marketing solutions.

Library & Academia

Infogroup is the premier source of business and residential information for reference and research. Through our application, ReferenceUSA, we offer the most up-to-date data powered by over 5,000 sources from our business and consumer databases. Library patrons can research jobs by skills, location, and industry as well as find business opportunities and locate companies nationwide to find phone numbers and addresses.



Services



Infogroup provides a wide range of services that help our clients be successful in their marketing efforts or to power their own products and services with the highest quality data available.

Data Processing

Infogroup's data experts process billions of records each month for our clients using our full suite of data verification, management, and append tools. Using our own proprietary data assets along with licensed postal software and other tools, we offer append and enrichment, hygiene, suppression processing, merge / purge, postal pre-sort, and more. Infogroup is a non-exclusive Licensee of the USPS® (United States Postal Service®) to provide Full Service NCOALink® processing, ZIP+4® Coding and DPV™ (Delivery Point Validation) and Delivery Sequence File (DSF2®) services.

Data & Database Management

Infogroup offers full database design and ongoing management of hundreds of source files and is completely customized to your exact needs. Using client-facing tools from leading software providers such as Adobe, we provide clients with access to their managed data allowing them to perform all marketing tasks across email, direct mail, mobile, in-app, telemarketing, and social in a single environment.

Lead Generation

- **B2C Lead Gen**

Infogroup's Partner-Based Marketing solution helps marketers acquire new prospects and reactivate older prospects / lapsed customers through paid opt-in digital marketing placements. We have aggregated a partner network of over 800 websites and 50+ publishers and only source inventory from vetted partners. Our prospect file offers intelligent hygiene and deduplication processes that take place in real-time in a customizable environment.

- **B2B Lead Gen**

Building on our deep legacy of high-quality B2B data, Infogroup's B2B Lead Gen offering includes co-branded, targeted emails featuring customer-provided (downloadable) assets to generate leads. The solution is GDPR-compliant with 100% verification of every lead prior to delivery. Features of the offering include weekly or daily delivery of leads with complete contact information, a lead replacement guarantee, and client approval of preview links prior to going to the field.



Services



Agency Services

Infogroup agency services include a wide variety of support from strategy to creative to campaign production, as well as Data Sciences.

- **Strategic & Marketing Services**

Infogroup creates a partnership with our clients by providing strategic support as well as technical expertise. Our team of experienced marketers brings to life multichannel communication strategies that achieve your business goals by driving revenue, increasing customer lifetime value and delivering unique customer experiences. Services include email campaign execution, agency technical services, on site resourcing, website development, campaign report delivery, marketing process audit and much more.

- **Creative Services**

As the longest-running email-centric design agency, Infogroup has been providing award-winning creative since 2000 by leveraging a proven design process for efficiency and transparency. Infogroup produces content to be optimized in any channel, telling stories with an engaging aesthetic, no matter the channel or medium. The in-house Infogroup team includes 26 designers and copywriters.

- **Data Sciences**

Infogroup uses the best current algorithms and technology to improve the quality and variety of our data products and customer outcomes. Our data science group utilizes cutting-edge product intelligence, customer intelligence, AI, and our proprietary intelligence engine to produce high performance products, including Predictive Models (Audience Propensity), Look-a-like Models (MVC, LTV), Insights (Data Visualization), and Model Blueprint (Approach / Transparency). Features include machine learning-based systems, cloud analytics, real-time processing, live dashboards, behavioral exhaust data, and a single shared toolset to produce enhanced client outcomes.