



USA

The **2024** Edition

We Make It Easy to Find New Customers

Your One-Stop Shop for Data & Marketing Solutions

Marketing Prospect Lists

Direct Mail

Email Lists & Campaigns

Sales Leads

API Solutions

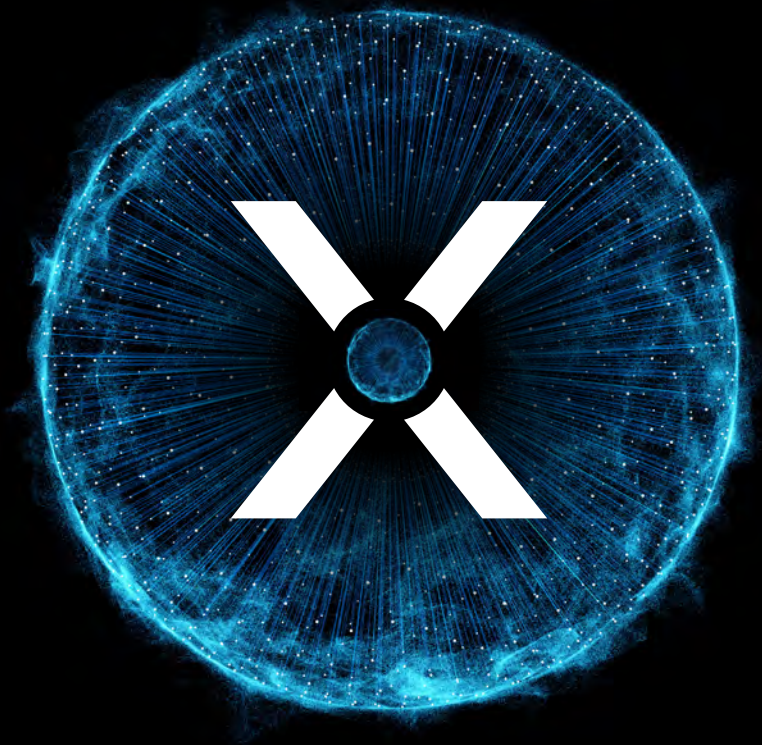
Connected TV Advertising

Display Advertising

Social Media & SEM

Talk to a sales and marketing partner at **866.922.5569** or visit DataAxleUSA.com

See inside for special offer details!



Find Customers. Form Connections.

Reach your sales and marketing goals

Data Axle USA is proud to be part of the Data Axle family. Previously known as InfoUSA, we took on a new name and a new look—but we've been providing best-in-class service through the same great product for 25 years. 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.

Call **866.922.5569** and mention our 2024Catalog to receive **25% off your next order***.

* Some restrictions may apply. Offer ends 12/31/2024.

What You Need to Know About Our Data

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. Always striving to stay a step ahead of the competition, we offer a 100% Satisfaction Guarantee. You'll receive a full refund for any portion of your list that's undeliverable, out of date, or disconnected.

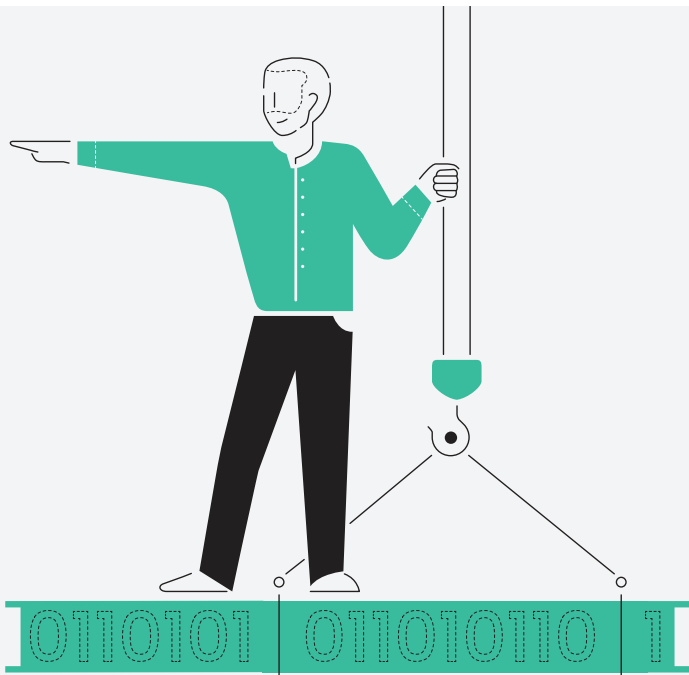
Additionally, our level of data quality is unmatched in the industry. Trusted by the world's top search engines, we provide point-of-interest data to the leading navigation systems in North America.

Business Database

16.5+ Million U.S. Businesses	1.1+ Million Canadian Businesses	50,000+ New Businesses Added Per Month
150+ Million Business Contacts	65+ Million Business Emails	

Consumer Database

275 Million U.S. Consumers	165+ Million Families	250+ Million Consumers with a Digital Footprint
135+ Million Consumers with Interests	200 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 Data

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 decision makers and executives, lines of business (SIC/NAICS), business size (employees/revenue), years in business, type of business, corporate hierarchy, business expenses (by category), square footage, Business to Consumer linked data, and more.





[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, Business to Consumer data link, and more.

Consumer Data

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.





Marketing Solutions

MARKETING SOLUTIONS

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, and in-house experts that can handle the design and all the details for you.



ConnectedTV (CTV)

More and more households are ditching cable for streaming services. CTV allows your business to place ads on streaming platforms like Roku and Amazon Fire. Reach a whole new audience when you target your CTV ads to specific demographics and interests.



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.



local
results

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 a landing page on your business website that drives leads to your products and services. By creating an extension to your existing website, you can expand your reach and elevate your brand. If you don't already have a website, a landing page will help to establish your online presence.



Acquire New Customer Calls

Get real-time alerts including calls to a dedicated trackable number as well as text and email alerts on website registrations.



Be Discovered

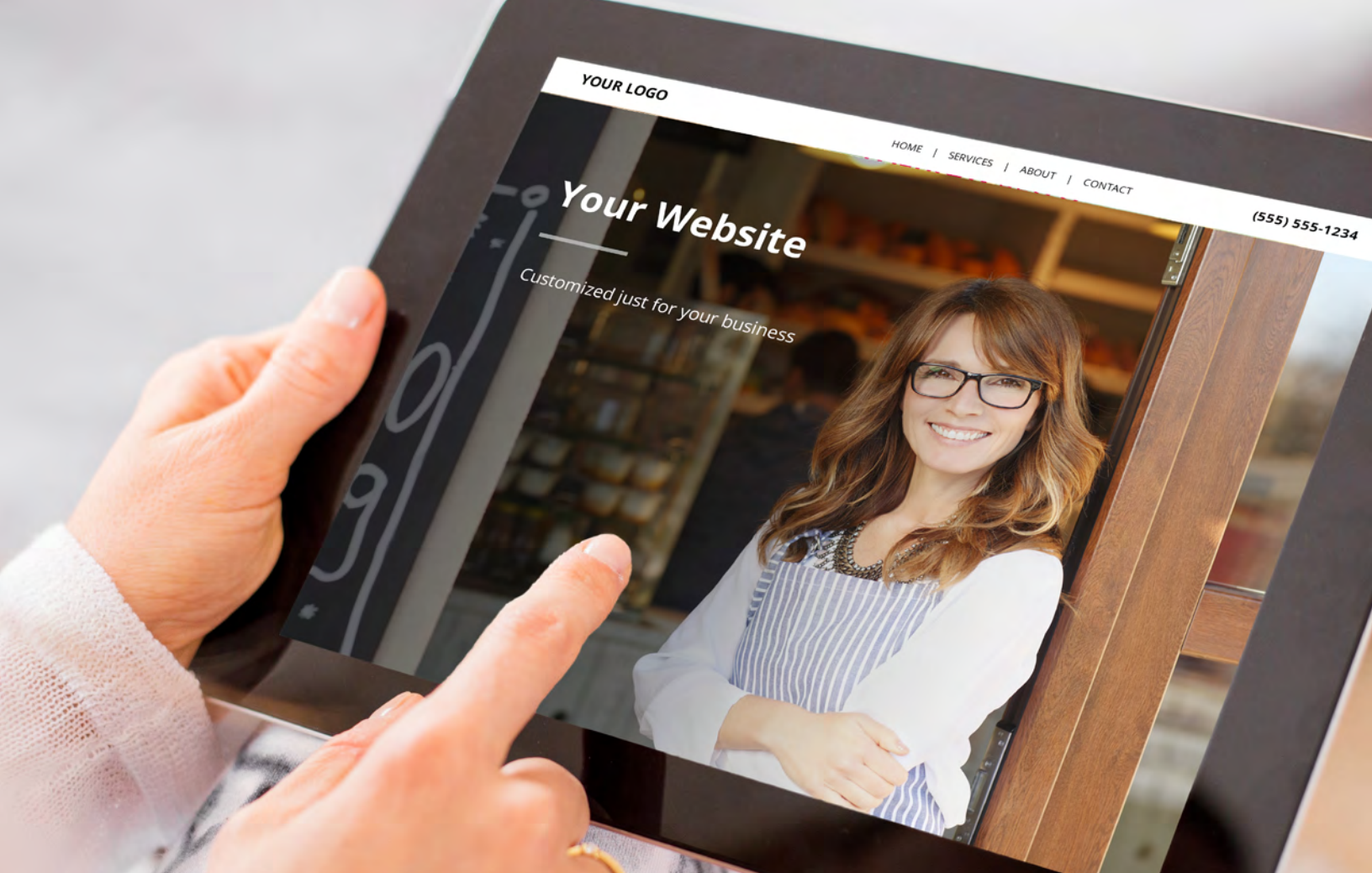
Identify the best marketing solutions for your business needs. Choose from Google Ads™, local online listings, Google My Business™, display ads, social media, postcards, and more.



Track Results

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





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



Data Solutions

DATA SOLUTIONS

Enhance, Append, & Data Hygiene

Do you keep a database of your customers? If so, you are sitting on a goldmine of information to support your marketing efforts, but could cost you a lot of time and money unless it's regularly updated. Increase your ability to reach your customers when you add or update phone numbers, email addresses, cell phones, business contacts and titles. Gain additional insights into your existing customers when you add demographic and firmographic information.



Data Enhancement

Get the most up-to-date information by filling in missing or updating incorrect information. By enhancing the data in your customer file, you gain a deeper understanding of your customers which leads to better insights, creating more engaging and effective marketing campaigns.



Email Append

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



Data Hygiene

Thousands of data changes happen every hour. Without hygiene services, you may be wasting a lot of money on postage, sending to bad addresses or the wrong audience. Investment upfront reduce wasted expenses and increase your marketing success.



"I have been very happy with the communication and quick turnaround for my data needs. Quick and easy process to obtain data for my marketing projects."

bryceth



DATA SOLUTIONS

Make Your Marketing More Efficient



Customer Analysis

Find more of your ideal customers using our innovative analytical solutions. We'll provide you with insights into your ideal customer's demographic and firmographic information, behavioral information, and much more based on your client or prospect data.



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.



genie

Data Axle Genie: The Premier Subscription Offering from Data Axle

For ongoing sales, marketing, and data solutions Data Axle Genie gives you the power to leverage business and consumer data to find new prospects and earn new customers.

Our easy-to-use, DIY platform is the go to source for sales professionals, managers, marketers, and small local businesses.



The **Perfect Tool** to Find New Customers





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?

Every Data Axle USA order is as unique as each of our customers' businesses. Orders are customized to support company goals, marketing needs, and budgets. While our pricing is highly competitive and transparent it's nearly impossible to detail specifics. Overall, our pricing is determined by the type of data, the number of records, the level of detail requested, and more. Contact us to have a unique quote prepared for you today.

List Formats

Lists are delivered via email as an excel file that are easily manipulated to print mailing labels, import into a CRM and much more.

100% Satisfaction Guarantee

No database is perfect, but our guarantee might be.

We believe our business and consumer databases contain the best possible information. After all, no other company goes to such lengths to ensure that the data you purchase is accurate and up to date.

We also recognize that no database can be perfect. Businesses are constantly closing, executives changing, and 20% of the consumer population moves every year. So it's natural to receive a small amount of outdated listings.

We believe in making things right.

That's why we offer our 100% satisfaction guarantee. You'll receive a full refund for any portion of your list that's undeliverable, out of date, or disconnected. Plus, if the percentage of bad data exceeds 8%, you'll get \$0.40 for every bad record beyond that percentage.

Returned mail must be postmarked within 90 days of purchase. Only one refund allowed per purchase. Lists purchased for fax and email purposes are not covered. We have the right to verify that the data was purchased from Data Axle USA.com. Refund payments will not be made in excess of the original list purchase. Mail pieces refused by the addressee that contain accurate addresses are not covered. Only Data Axle USA.com U.S. Business, U.S. Consumer, New Business, New Mover, New Homeowners, Canadian Business databases are covered. Lists not compiled by Data Axle or that contain third-party and brokered data are not covered; these include, but are not limited to: Nurses, Fleet Owners & Operators, Executives by Ethnicity, Boat Owners, College Students, High School Students, Magazine Subscribers, Military Veterans, Motorcycle Owners, Newborns & Prenatal, Occupant/Saturation Lists, RV Owners, and Teachers. Guarantee is offered for a limited time only and can be ended or modified without further notice.



Reach Out to Your Customers Through Multi-Channel Marketing

With multi-channel marketing, you're essentially using multi (or multiple) channels to market and communicate with your prospects or existing customers. Your goal is to take your customers from Point A to Point B.

These channels don't need to be coordinated, but there is still likely to be a strategy involved in your messaging.

Multi-channel marketing gives you an opportunity to observe how traffic performs regarding the same message on different channels. And this can lead to valuable insights about how your audience prefers to connect with your brand, paving the way to more successful marketing.





USA

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