

# RELEASE NOTES FOR DATA DELIVERY

## DATA VINTAGE

2020 Q2

## RECORDS

15,333,616

## VARIABLES

Mapping package: 54

Modeling package: 149

Mailing package: 194

## UPDATE FREQUENCY

Quarterly

For a detailed list of variables, consult the metadata file included with your data delivery

## WHAT IT IS

Businesses is a comprehensive database of more than 15 million U.S. business locations. It contains firmographic data, such as the number of employees and annual sales for a given business, as well as the applicable NAICS (North American Industry Classification System) codes.

Businesses can be used to assess the competitive landscape of any area by identifying your competitor's locations and their estimated sales. Businesses can even be used to develop direct marketing lists for business-to-business sales with our Mailing package.

The data are collected from Yellow Pages directories, chamber of commerce directories, public notices and other new business sources. The data undergo an exhaustive telephone verification process to ensure accuracy.

In addition to two, three, four and six-digit NAICS codes, the database also offers an eight-digit NAICS-based code for any area in the United States. Although the official NAICS

classification system uses six-digit codes at its most granular level, infogroup creates the eight-digit, NAICS-based code to describe the focus of each business. NAICS are updated every five years and the current roster is from the latest update in 2017.

Businesses data are available in three packages: mapping, modeling and mailing. The Businesses Mapping package is designed to help you understand your competitor network through descriptive attributes and geography-level fields. The Modeling package presents additional attributes about each company that can be used in modeling applications, based on a wide variety of attributes. To place an order, contact your sales representative to determine the best product for your needs. You will receive a quote based on the number of records required.

Using the output from the mapping and modeling packages to generate direct mailing lists or support any type of direct marketing application is not permitted under the license agreement. For direct marketing applications, please contact your Environics Analytics sales representative to inquire about a direct marketing solution using our Businesses Mailing Package. This package contains the street number, ZIP and ZIP+4 codes, as well as contact information where available.

## HOW IT'S USED



Use the Mapping Package for data visualization applications, such as the location of businesses and basic attributes like sales volumes.



Use the Modeling Package to understand each business across a rich set of attributes. This package also includes several fields that can be used as modeling inputs.



Use the Mailing Package for all direct marketing applications, such as direct mail, telephone soliciting and in-person solicitation.

## SAMPLE QUESTIONS IT CAN ANSWER

- Where are my competitors located?
- Are my retail stores more profitable if located near movie theatres?
- Are there new businesses in my area?
- What is the corporate hierarchy of my competitors or suppliers?
- Can this area support my business-to-business retail operation, based on the number and size of businesses operating in my trade area/target market?
- Which businesses in our area are franchises?
- Are our expenses in line with our industry?
- Who are the contacts for local businesses and how can I reach them in my direct marketing campaign?

## FOR DIRECT DATA DELIVERIES

Standard data are delivered in comma-separated values (.csv) format. For a detailed list of variables, consult the metadata file included with your data delivery.