

Your One Source For Business Data

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XPRESS Business Insights Report



Prepared For
XYZ Inc.
June 15, 2016

Table of Insights:

The Xpress Business Insight Report analyzed your records against the D&B marketable universe, across 10 unique business attributes.

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Your Report is divided into a sequence of displays to help you quantify and visualize the location, distribution and key attributes of your customers by comparing your customer data records with the Dun & Bradstreet Masterfile.

Data Match - What are the Duns Number, duplicate record, and D&B database match rates?

Regional Distribution - Do your customers congregate in one specific geographic region?

Distribution By State - What states do your customers come from?

Employee Size - What size companies do your typical customers look like?

Revenue Size - What is the typical revenue of your customers?

Business Age - How many years have your customers been in business?

Industry - What industry groups are you selling to?

Top 25 SICs - Who are the SIC codes you are best penetrating?

Company Type - Are your customers corporations, sole proprietors or partnerships?

Location Type - Are your customers single locations, branch offices, or headquarters?

SoHo - Do many of your customers work from a home office?

Data Match:

The XPress Business Insight Report matched your data to the D&B Master File, using the D&B Customer Integration Manager Software. The following represents the match statistics of your file.

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Records input	159,316
Records matched	119,487
Duplicates	23,897
Unique records	95,589
Records with Zip+4	92,541

Match Summary

1. The DUNS number match rate of your file was 75%, meaning we could identify three out of every four of your customers from your data.
2. The duplication rate was approximately 15%, indicating a modest likelihood of multiple buyers.
3. Of the original number of records (159,316), those which are matched in the D&B database, are unique, and are available with Zip+4 (92,541), represent 61% of the data submitted.

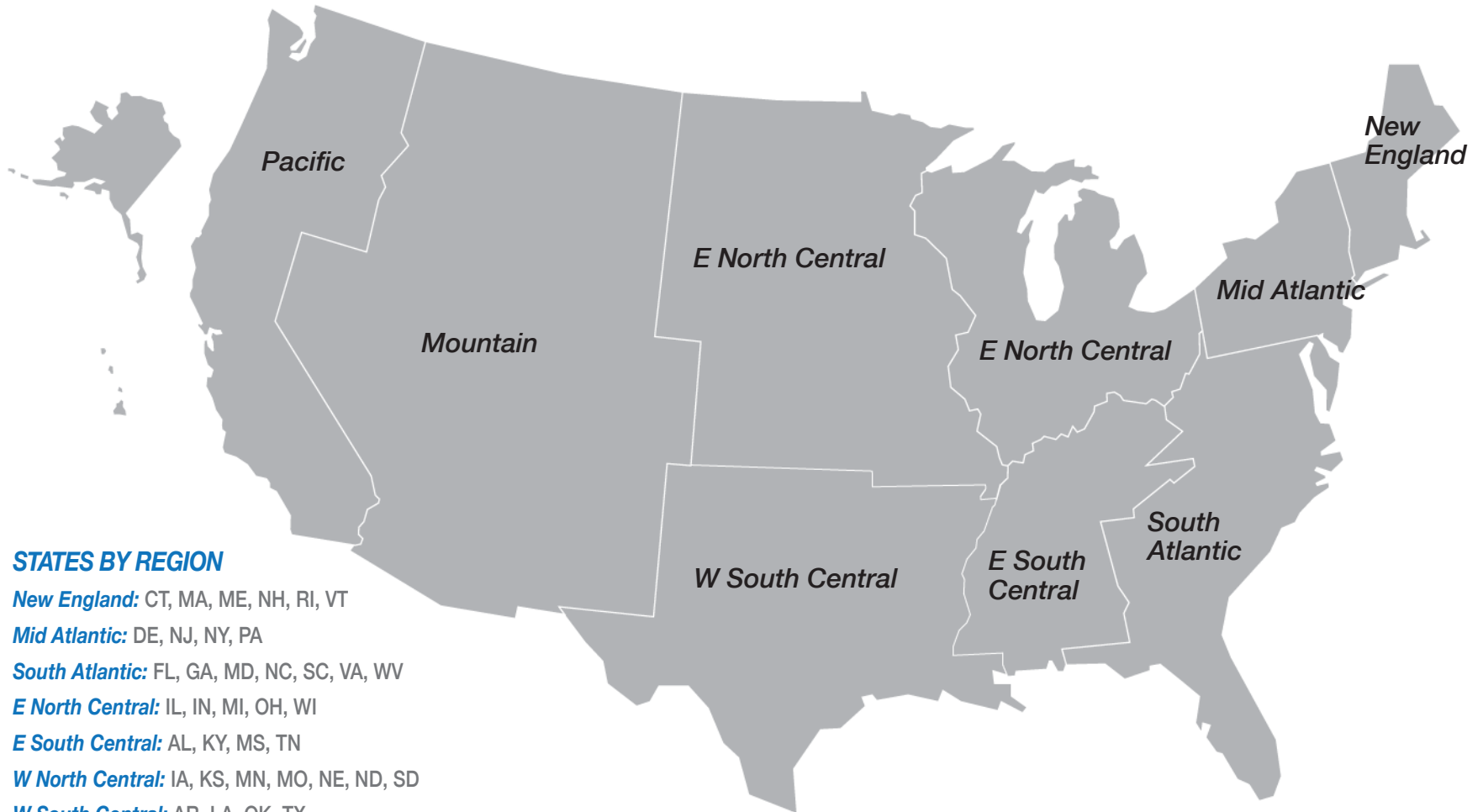
Geographic Regions:

We divide the United States into 9 geographic regions. This provides the most general picture of where your customers are.

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STATES BY REGION

New England: CT, MA, ME, NH, RI, VT

Mid Atlantic: DE, NJ, NY, PA

South Atlantic: FL, GA, MD, NC, SC, VA, WV

E North Central: IL, IN, MI, OH, WI

E South Central: AL, KY, MS, TN

W North Central: IA, KS, MN, MO, NE, ND, SD

W South Central: AR, LA, OK, TX

Mountain: AZ, CO, ID, MT, NM, UT, WY

Pacific: AK, CA, HI, OR, WA

Geographic Distribution By Region:

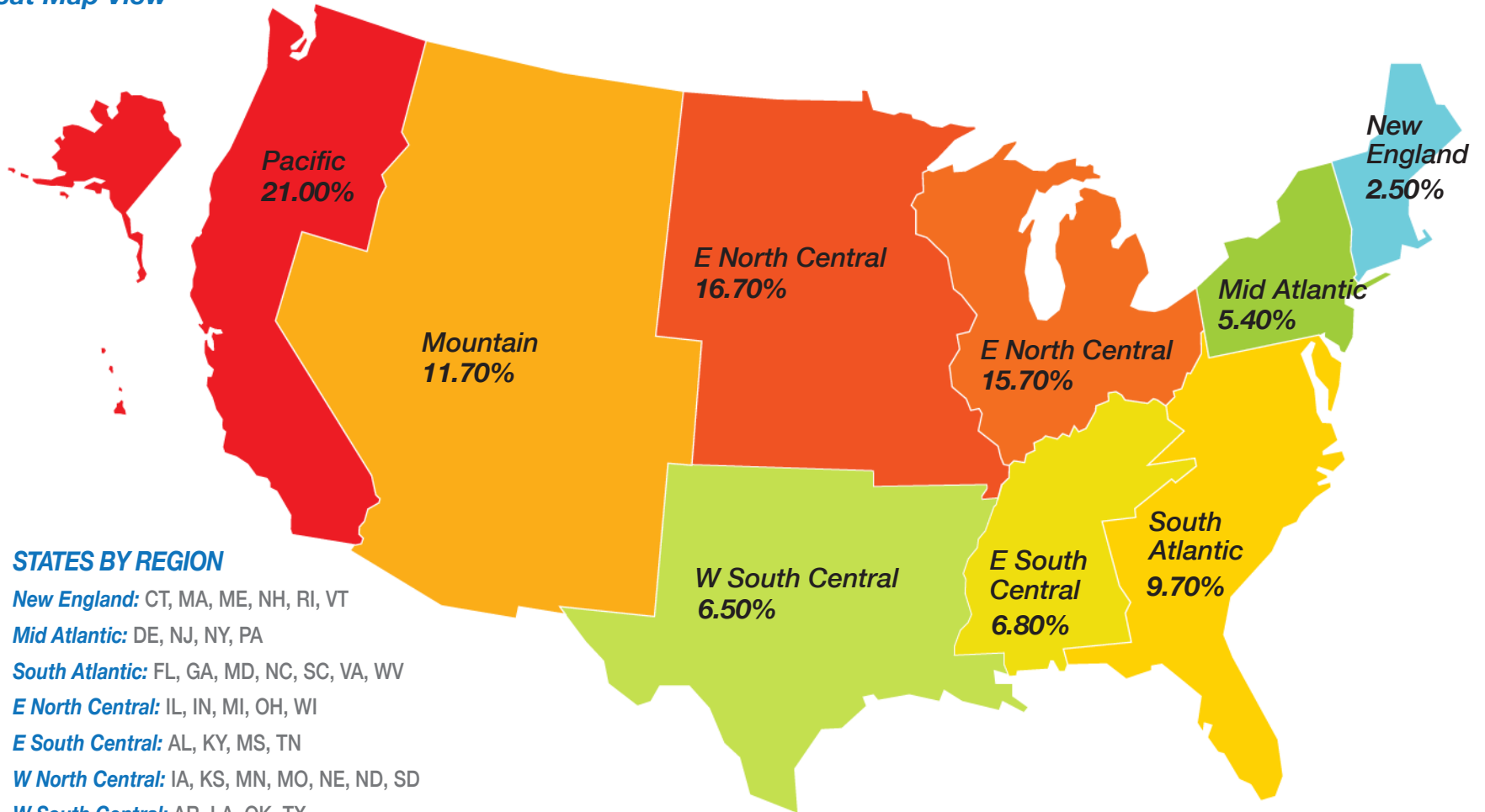
We grouped your customer data that matched locatable records in the D&B Masterfile database by geographic region to simplify your view of how they are concentrated across the United States.

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Heat Map View



STATES BY REGION

New England: CT, MA, ME, NH, RI, VT

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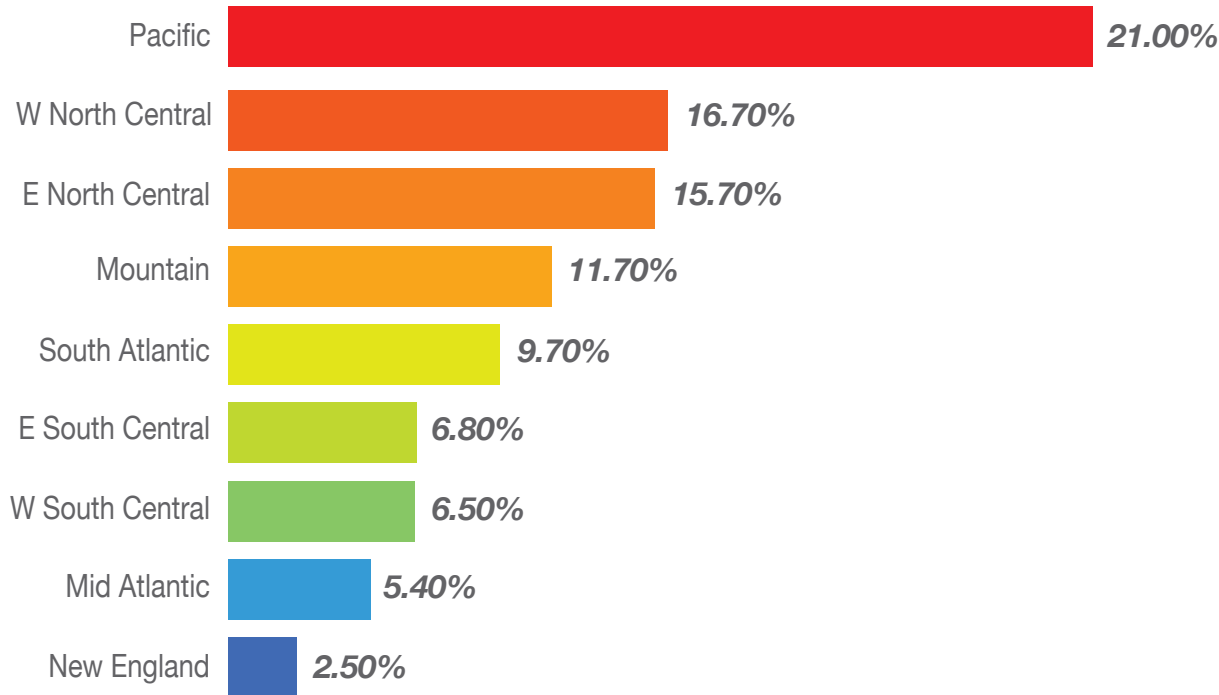
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Chart View

Percent Distribution Across Your Data



Available In D&B Base

Count	%
2,976,679	15.50%
1,182,676	6.20%
2,739,006	14.30%
1,354,044	7.10%
3,990,049	20.80%
1,105,720	5.80%
2,293,893	12.00%
2,356,283	12.30%
951,912	5.00%

Distribution By State:

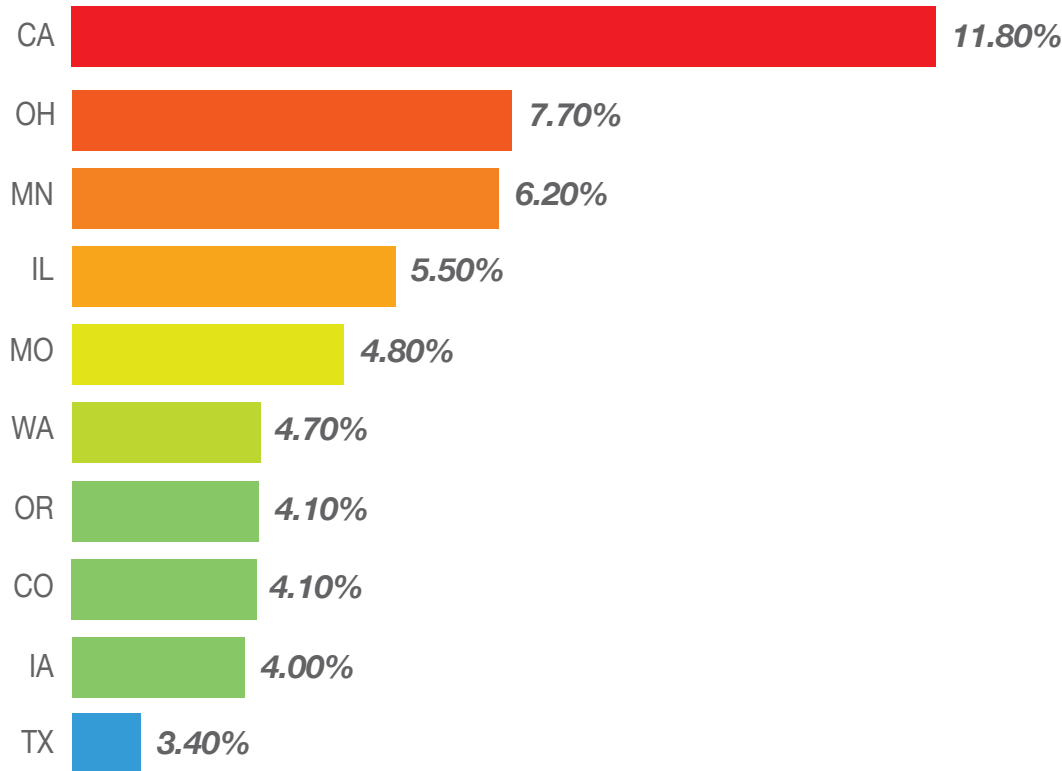
Knowing the Top 10 States gives you more granularity in differentiating your files by geography. You can craft more specific strategies around your customers or prospects by leveraging state-specific insights.

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Percent Distribution Across Your Data



Available In D&B Base

Count	%
2,171,803	11.30%
667,100	3.50%
365,150	1.90%
715,156	3.70%
362,807	1.90%
430,985	2.20%
260,135	1.40%
385,650	2.00%
231,682	1.20%
1,584,477	8.30%

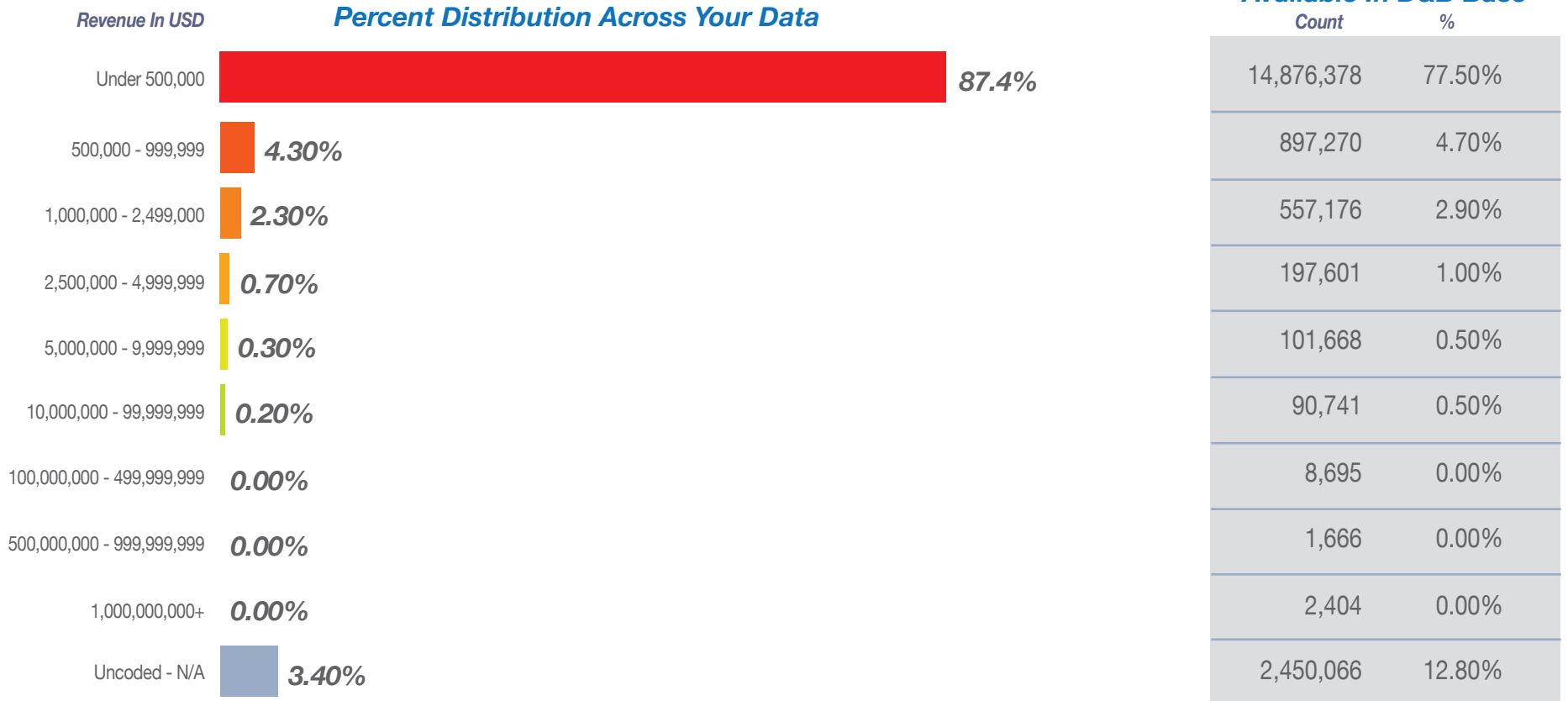
Annual Revenue:

Combining annual revenue with the number of employees helps you to recognize your customers as being small, medium or large businesses, and market to each accordingly.

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Number of Employees:

This allows you to segment your marketing efforts by the size of a company's workforce, which is a strong indicator of business behavior and resulting prospectivity.

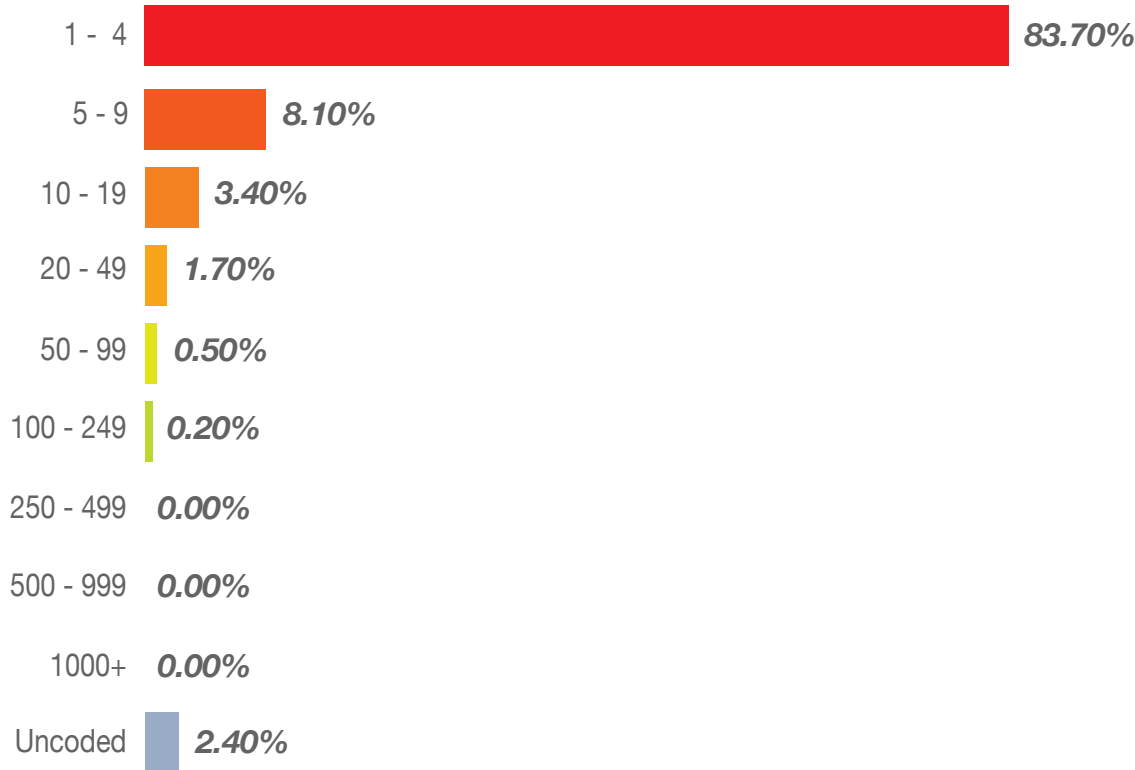
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Number Of Employees

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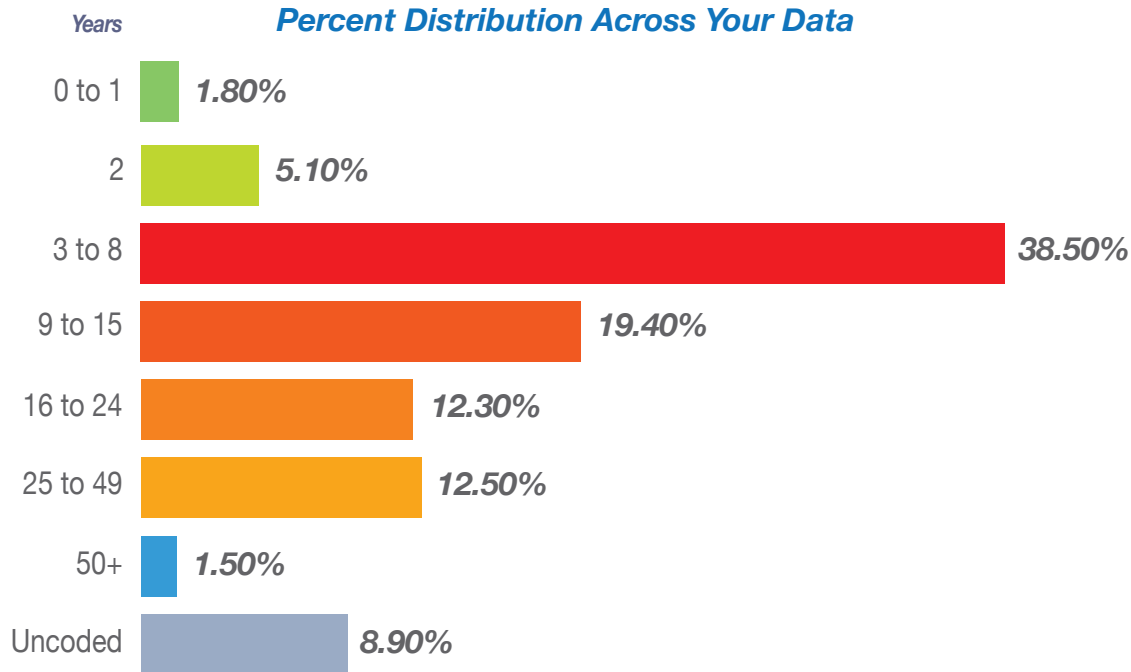
Years in Business:

The number of years that a company has been in business tells you where they are in their business cycle. This can effect the response to your message.

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1,105,720	5.80%
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Industry:

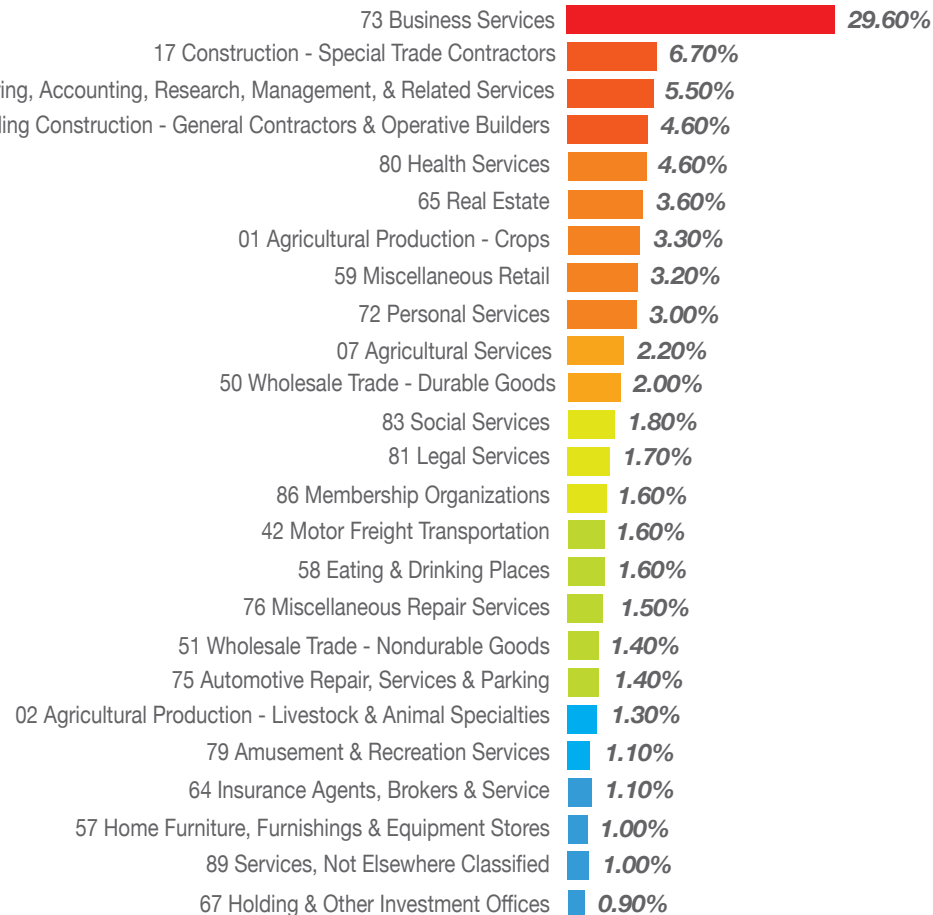
Industry groupings are the simplest, yet one of the most useful ways to segment businesses: Knowing the 2 digit SIC code of your prospects allows you to tailor a more relevant offering for them.

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Percent Distribution Across Your Data



Available In D&B Base

	Count	%
73	3,284,814	17.10%
17	921,102	4.80%
87	1,044,906	5.40%
15	699,224	3.60%
80	1,016,408	5.30%
65	751,338	3.90%
01	329,770	1.70%
59	853,001	4.40%
72	756,731	3.90%
07	353,175	1.80%
50	557,620	2.90%
83	390,053	2.00%
81	343,594	1.80%
86	690,962	3.60%
42	281,699	1.50%
58	708,809	3.70%
76	337,168	1.80%
51	352,483	1.80%
75	410,416	2.10%
02	139,050	.70%
79	298,112	1.60%
64	231,610	1.20%
57	249,347	1.30%
89	380,158	2.00%
67	206,649	1.10%

Top 25 SIC Codes:

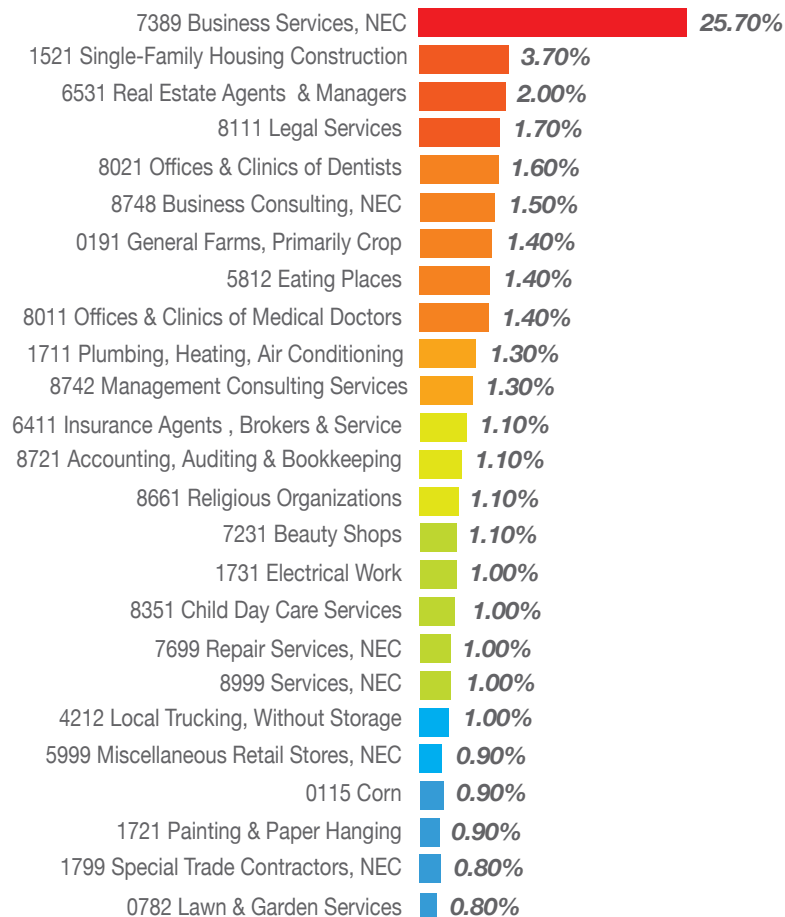
Knowing the top 25 industry sectors (4-digit SICs) allows more granularity in differentiating your customers. You can therefore craft more specific strategies for approaching your prospects.

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Percent Distribution Across Your Data



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7389	3,284,814	17.10%
1521	921,102	4.80%
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1711	353,175	1.80%
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7231	281,699	1.50%
1731	708,809	3.70%
8351	337,168	1.80%
7699	352,483	1.80%
8999	410,416	2.10%
4212	139,050	.70%
5999	298,112	1.60%
0115	231,610	1.20%
1721	249,347	1.30%
1799	380,158	2.00%
0782	206,649	1.10%

Company Type:

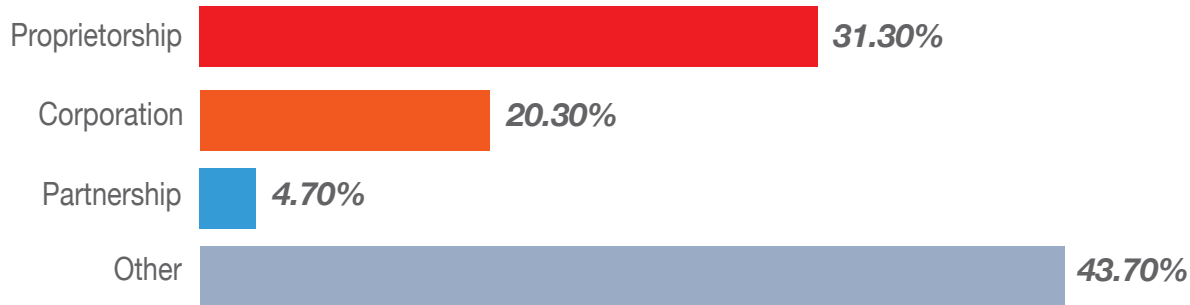
Knowing which sort of company you have in your database by formation type allows you to plan a better targeted prospecting strategy.

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Location Type:

Knowing the type of location tells you how close your message's arrival will be to the center of decision-making authority. This allows you to screen who should be included in your next prospecting campaign.

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Percent Distribution Across Your Data



Available In D&B Base

	Count	%
Single Location	2,976,679	15.50%
Branch	1,182,676	6.20%
Headquarters	2,739,006	14.30%

Small Office / Home Office:

By knowing what percentage of your customers are small or home based businesses, you can better appreciate their overhead situation and the daily dynamics of how they function.

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Customer Support:

Thank you for taking the opportunity to learn more about your customers and prospects. By leveraging the XPress Business Insights Report you are doing more to ensure your own success!

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Please call on us to discuss how we can meet your data and information intelligence needs.

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