TARGET YOUR IDEAL AUDIENCE WHEN IT MATTER MOST WITH V12 BUSINESS – YOUR SOURCE FOR HIGH QUALITY AND COMPREHENSIVE BUSINESS DATA

Data is one of your most valuable corporate assets. When expertly managed and integrated, it fuels smarter marketing strategies and optimal messaging across channels. With the complex challenges business data presents, you need a partner who can deliver more than just a list of stagnant data. V12’s approach allows us to blend multiple sources of data together to identify only the highest quality blend of businesses data available.

The Most Accurate Database Available

V12 applies industry leading research and marketing strategies to offer a product that excels in size, quality and value. Includes detailed statutory, firmographic and contact specific data, which is contributed to by the most credible and responsive sources available to direct marketers.

- 6 million distinct companies
- 38 million individual postal addresses
- 33 million records with email address and matching postal address
- 38 million records with business phone numbers
- Over 20 selects (specific data fields) that can be used for targeting
- Selectors include firmographic and contact level demographic data
- Data has been compiled from input sources including:
  - Seminar or Trade Show Attendees
  - City State/Federal Agencies or Boards
  - SEC Filings
  - Professional or Industry Associations
  - Websites
  - White/Yellow Pages and other online directories

Contact Specific Selects:

- Contact Name
- Job Title
- Job Rank (C level, VP, Dir., Staff, etc.)
- Functional Area of Work
- Area of Focus
- Phone Number
- Email Address
- Fax Number
- Gender

Company Specific Selects:

- Company Name
- Company Address
- Web Address/ URL
- SIC Code (2, 4, 6 and 8 Digit)
- NAICS
- Industry
- Number of Employees
- Sales Volume/ Revenue

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