

XPRESS Business Insights Report



Prepared For
XYZ Inc.
January 15, 2018

Table of Insights:

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

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.

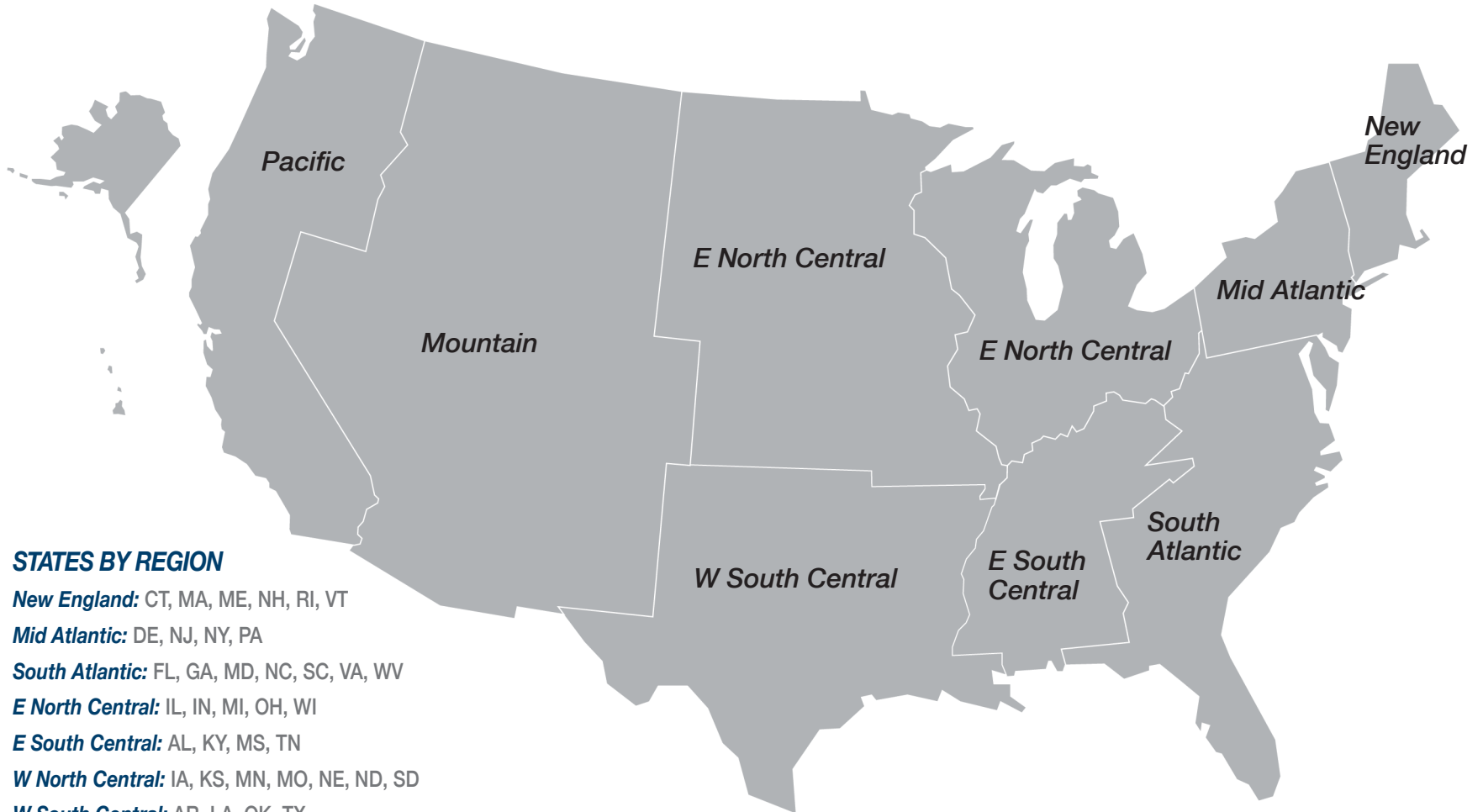
Records input	159,316
Records matched	119,487
Duplicates	23,897
Unique records	95,589
Records with Zip+4	92,541

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.



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

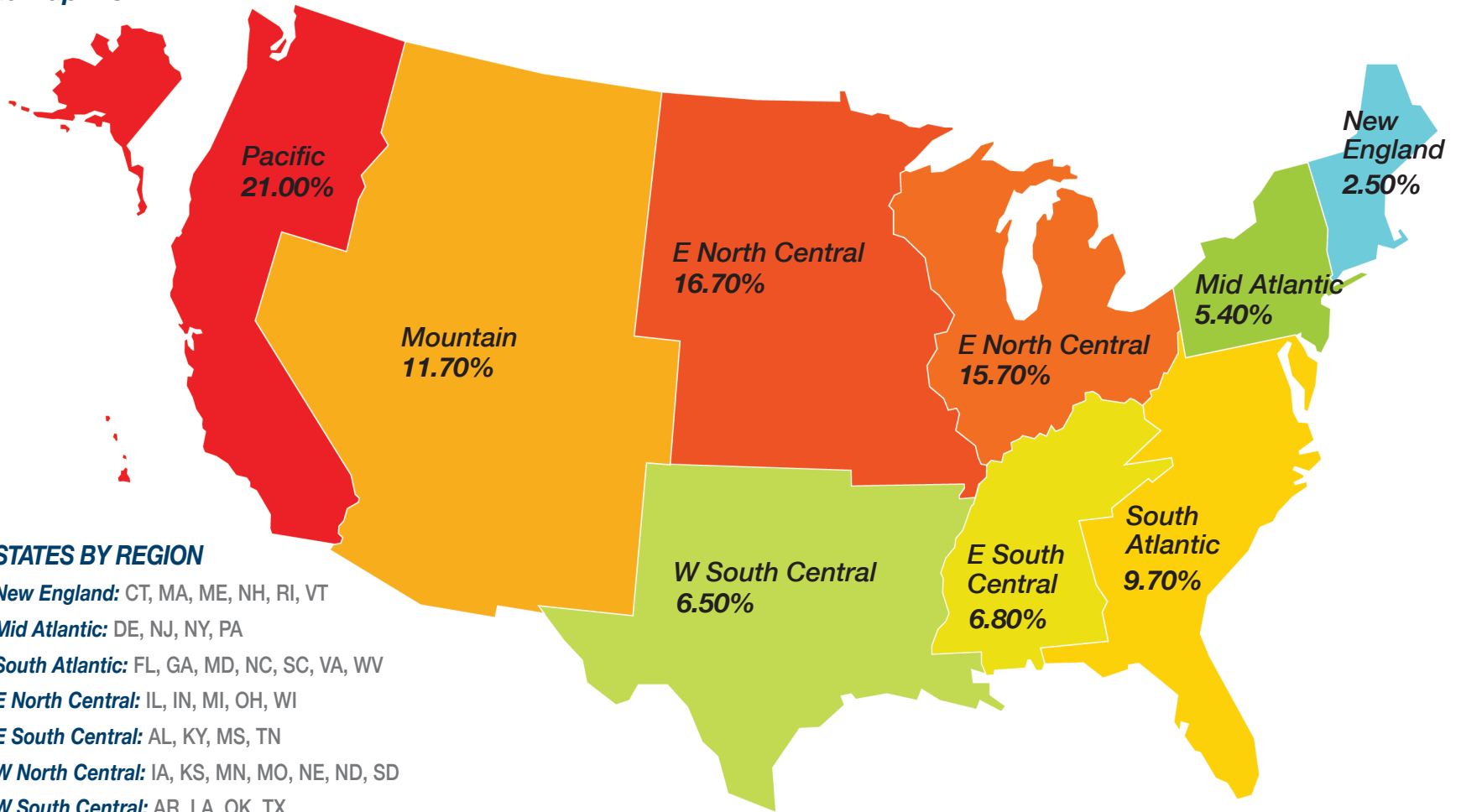
Mountain: AZ, CO, ID, MT, NM, UT, WY

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.

Heat Map View



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

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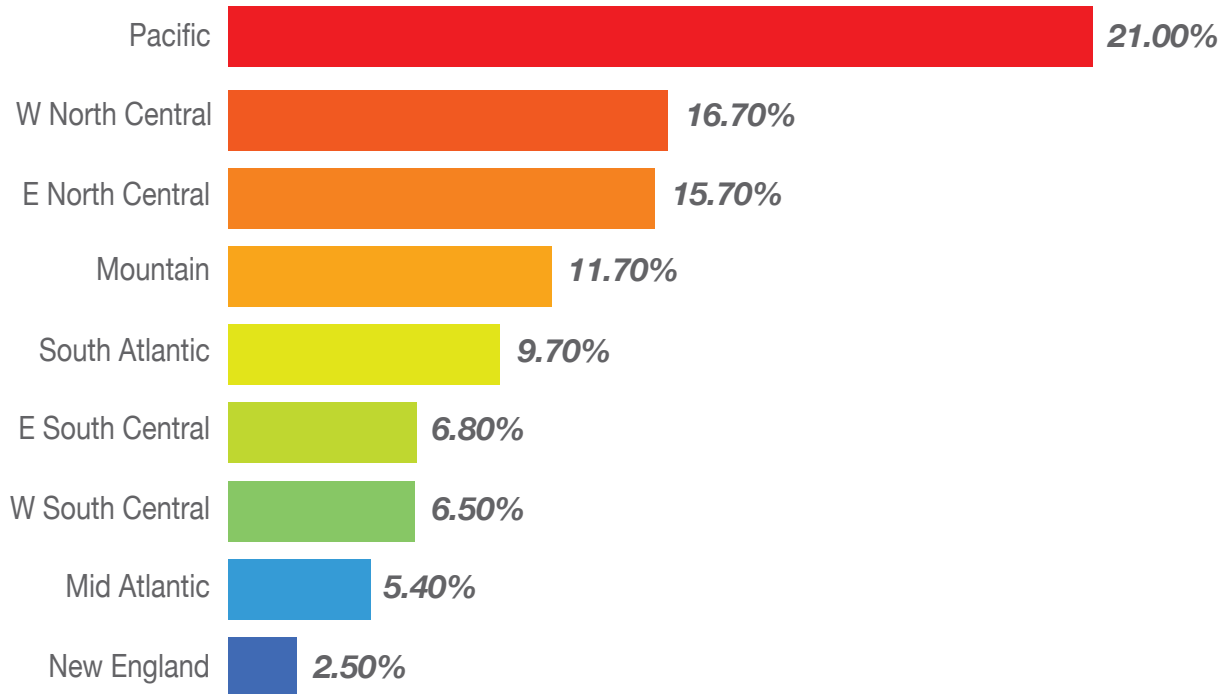
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Geographic Distribution By Region:

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.

Chart View

Percent Distribution Across Your Data



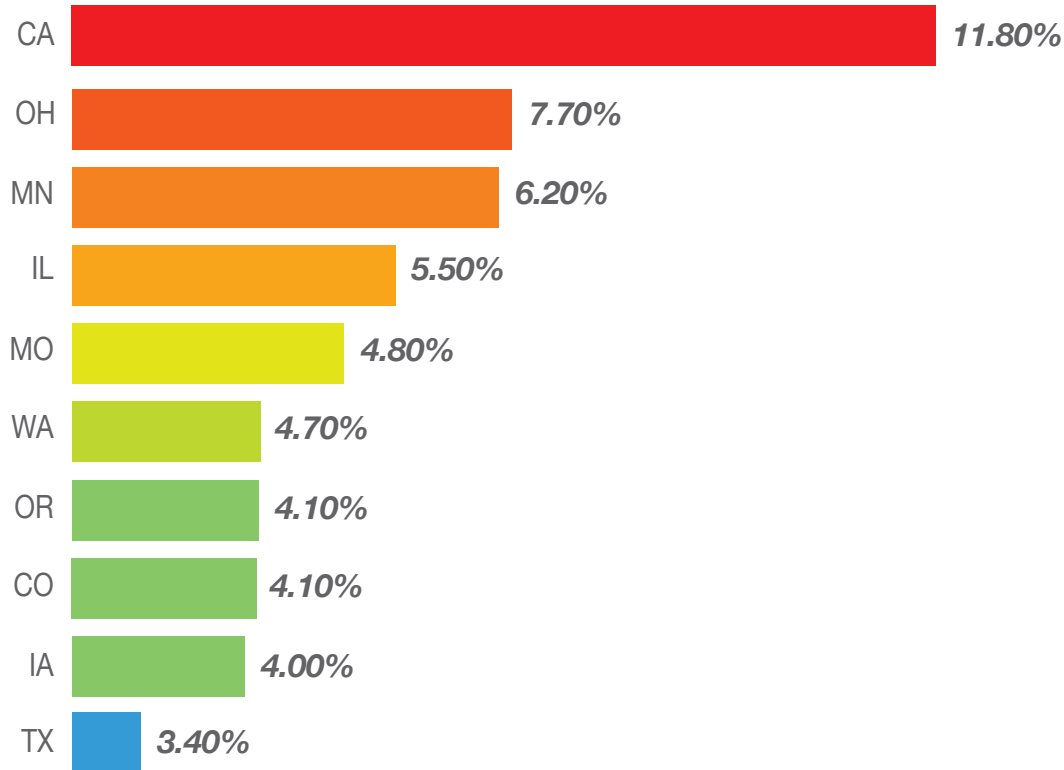
Available In D&B Base
Count %

Region	Count	%
Pacific	2,976,679	15.50%
W North Central	1,182,676	6.20%
E North Central	2,739,006	14.30%
Mountain	1,354,044	7.10%
South Atlantic	3,990,049	20.80%
E South Central	1,105,720	5.80%
W South Central	2,293,893	12.00%
Mid Atlantic	2,356,283	12.30%
New England	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.

Percent Distribution Across Your Data

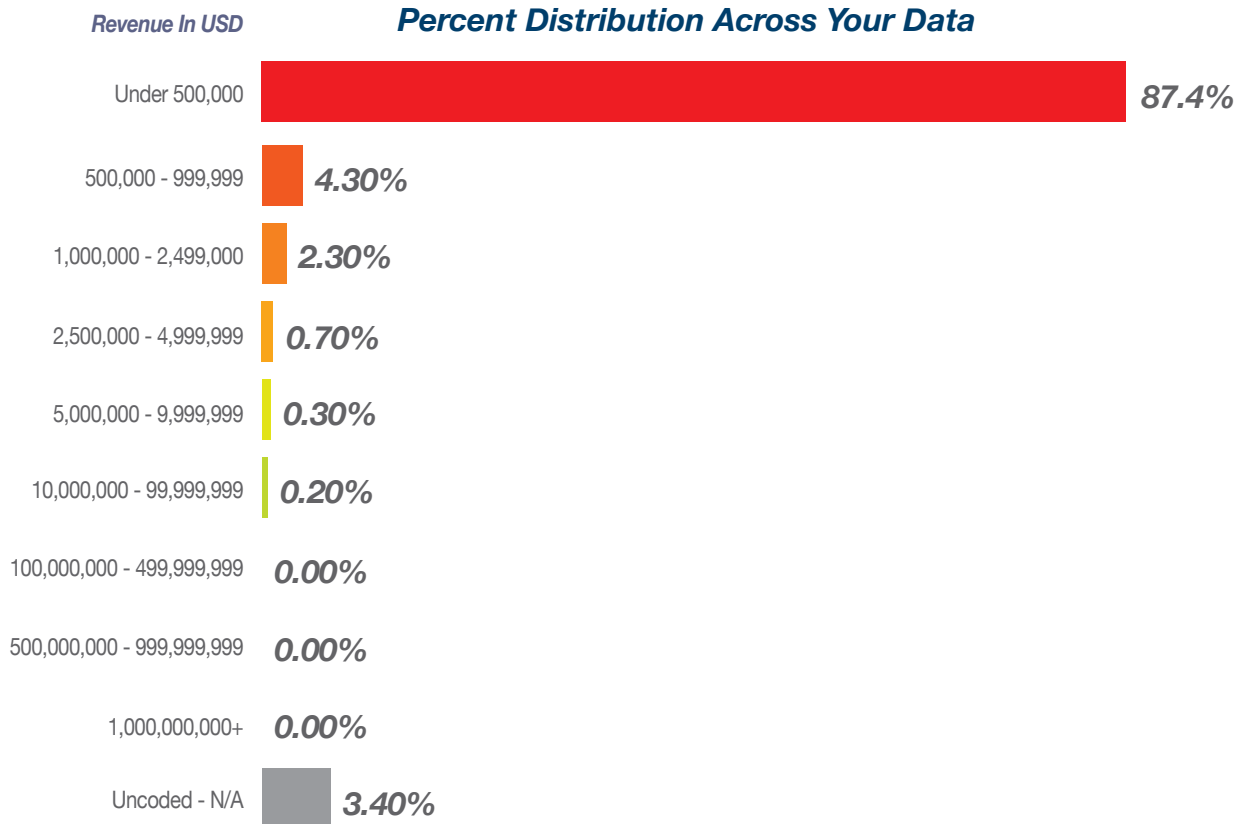


Available In D&B Base

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.



Available In D&B Base

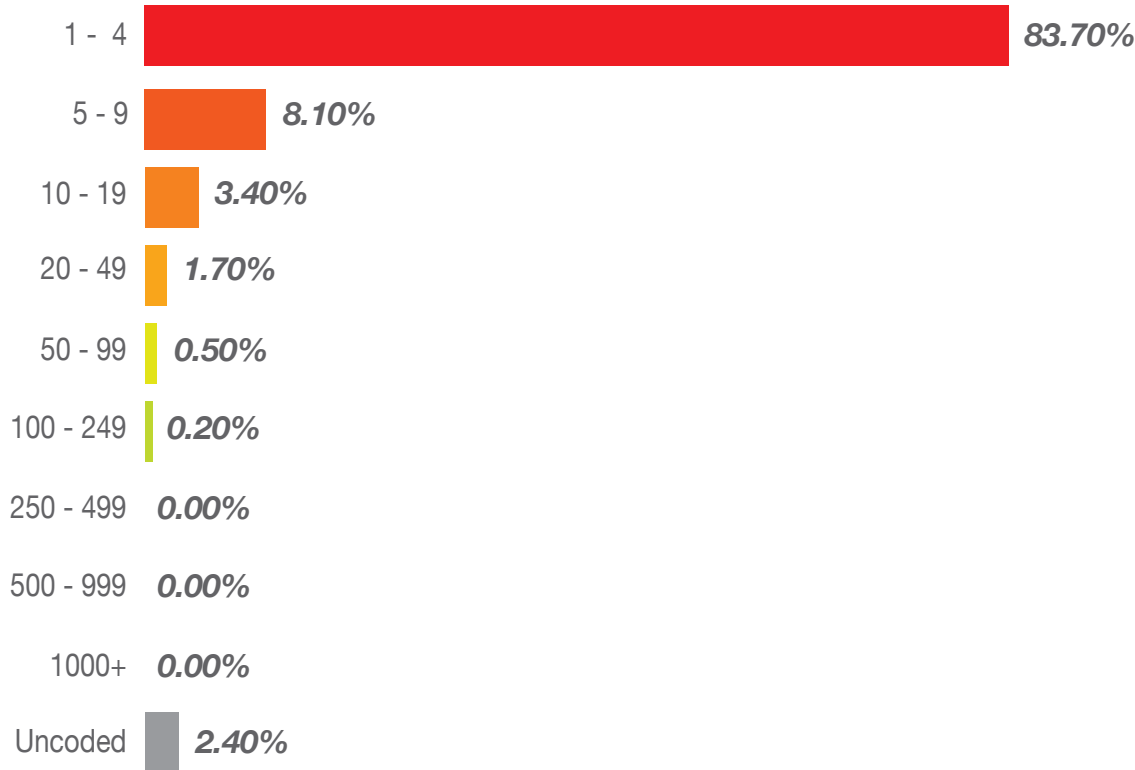
Count	%
14,876,378	77.50%
897,270	4.70%
557,176	2.90%
197,601	1.00%
101,668	0.50%
90,741	0.50%
8,695	0.00%
1,666	0.00%
2,404	0.00%
2,450,066	12.80%

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.

Number Of Employees

Percent Distribution Across Your Data

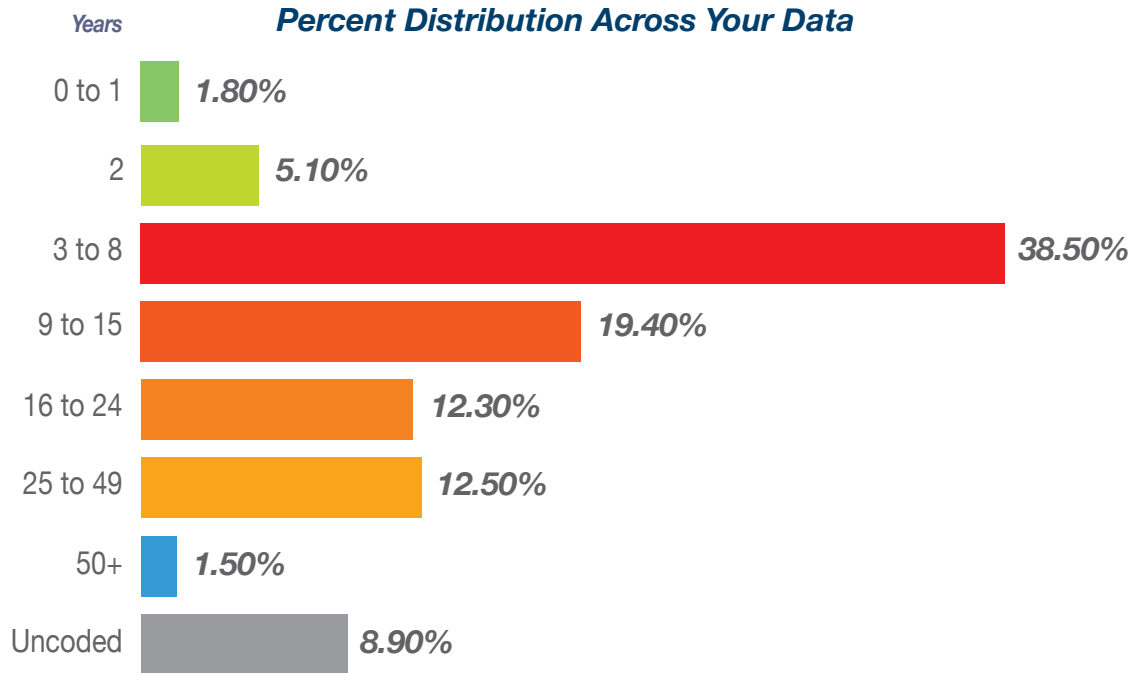


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385,650	2.00%
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Years in Business:

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.



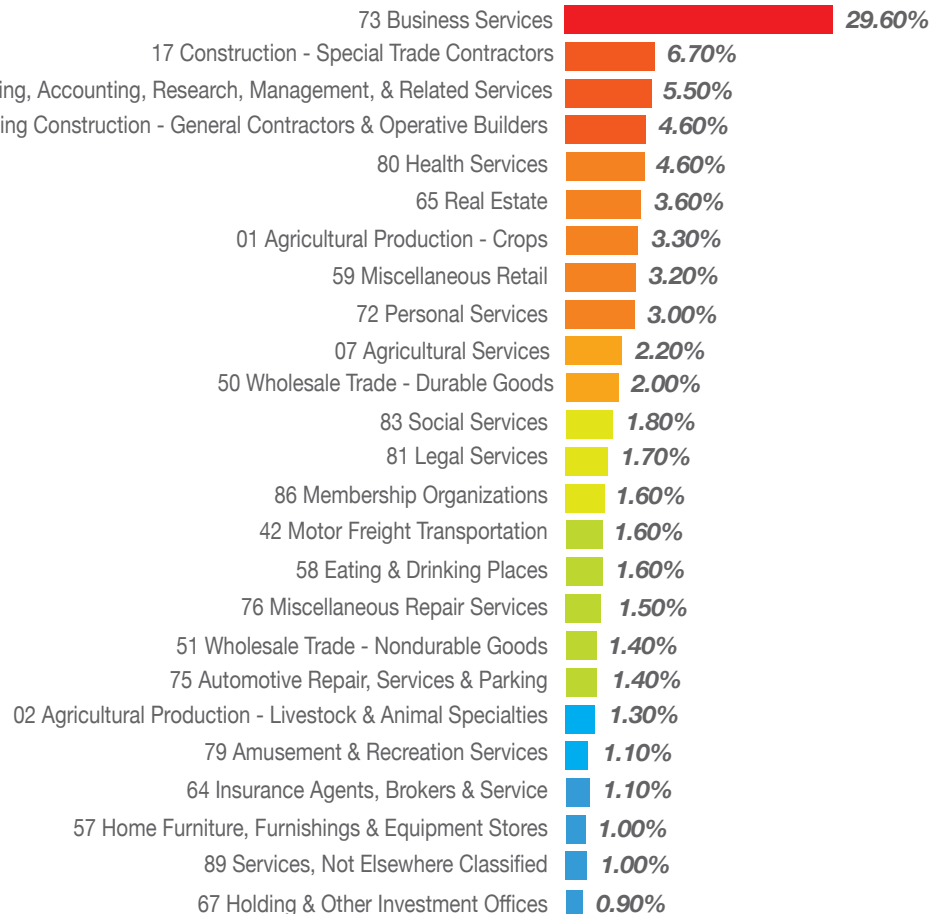
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2,739,006	14.30%
1,354,044	7.10%
3,990,049	20.80%
1,105,720	5.80%
2,293,893	12.00%
2,356,283	12.30%

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.

Percent Distribution Across Your Data



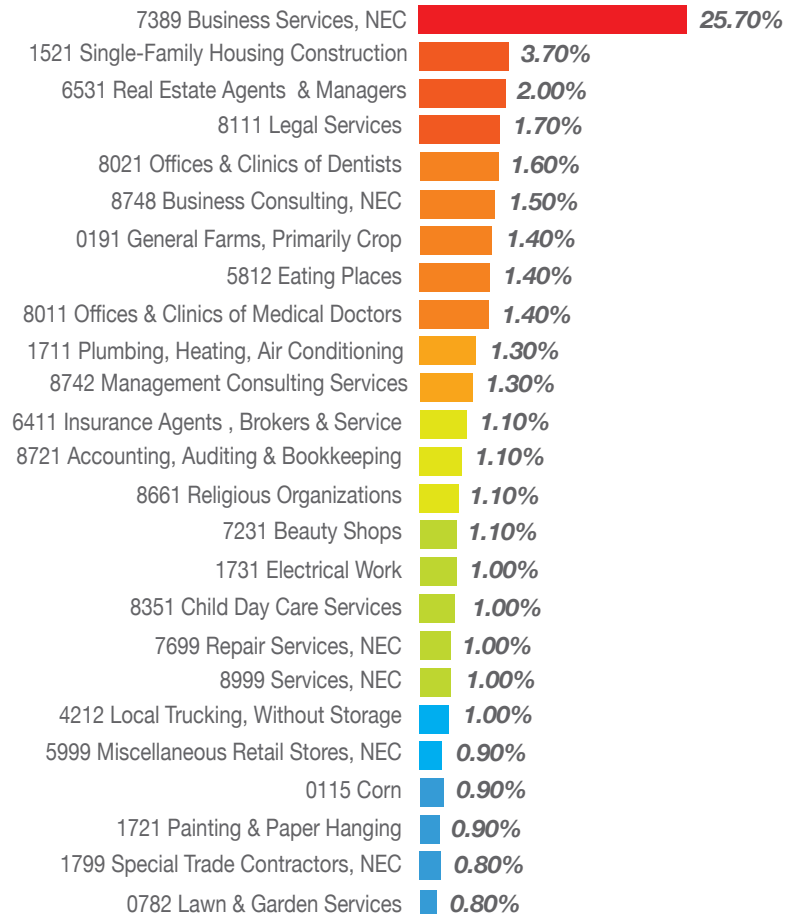
Available In D&B Base

	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.

Percent Distribution Across Your Data



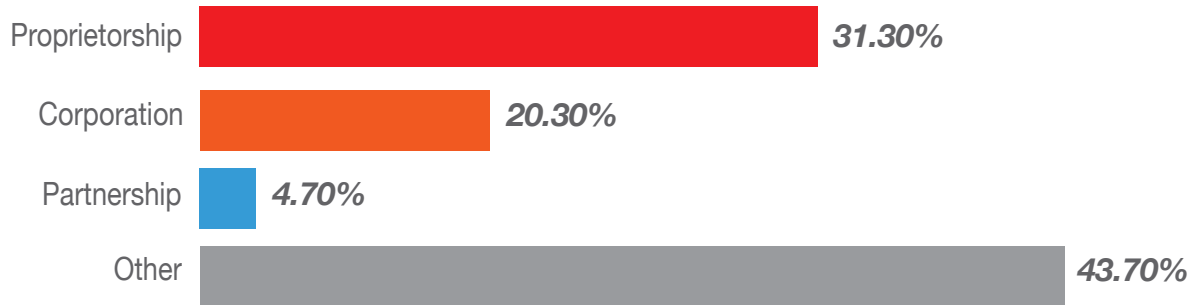
Available In D&B Base

	Count	%
7389	3,284,814	17.10%
1521	921,102	4.80%
6531	1,044,906	5.40%
8111	699,224	3.60%
8021	1,016,408	5.30%
8748	751,338	3.90%
0191	329,770	1.70%
5812	853,001	4.40%
8011	756,731	3.90%
1711	353,175	1.80%
8742	557,620	2.90%
6411	390,053	2.00%
8721	343,594	1.80%
8661	690,962	3.60%
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.

Percent Distribution Across Your Data



Available In D&B Base

Company Type	Count	%
Proprietorship	2,976,679	15.50%
Corporation	1,182,676	6.20%
Partnership	2,739,006	14.30%
Other	1,354,044	7.10%

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.

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%

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.

Percent Distribution Across Your Data



Available In D&B Base

Count	%
2,976,679	15.50%
1,182,676	6.20%

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!

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

Phone: (914) 948-8300 • Email: info@mlxp.com

Or visit us on the web at: www.mailinglistsxpress.com

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