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XPRESS Business Insights Report

Powered By D&B

Prepared For XYZ Inc.
November 2, 2020

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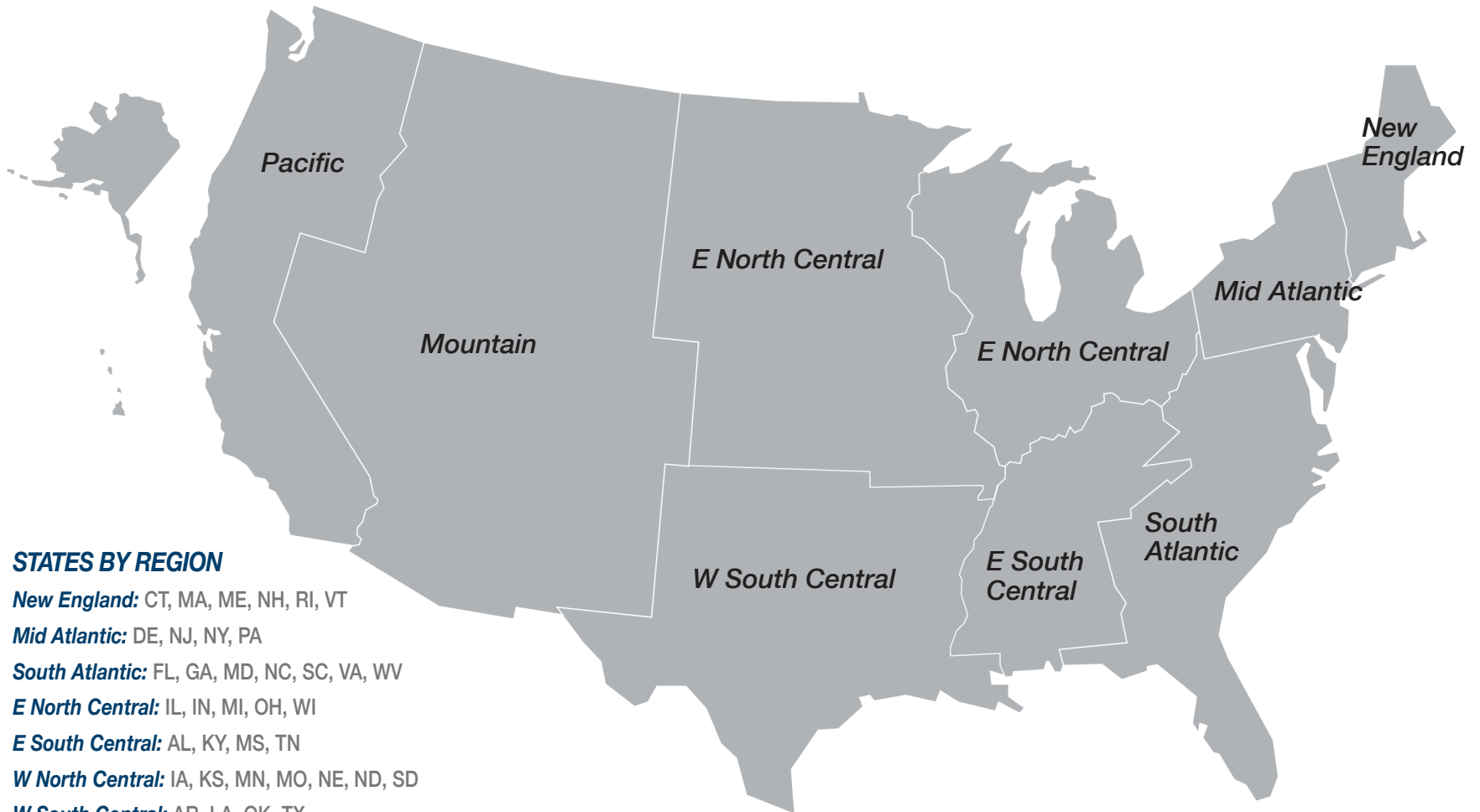
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Records input	**159,316**
Records matched	**119,487**
Duplicates	**23,897**
Unique records	**95,589**
Records with Zip+4	**92,541**

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.

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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

Pacific
21.00%

Mountain
11.70%

E North Central
16.70%

E North Central
15.70%

New England
2.50%

Mid Atlantic
5.40%

W South Central
6.50%

E South Central
6.80%

South Atlantic
9.70%

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
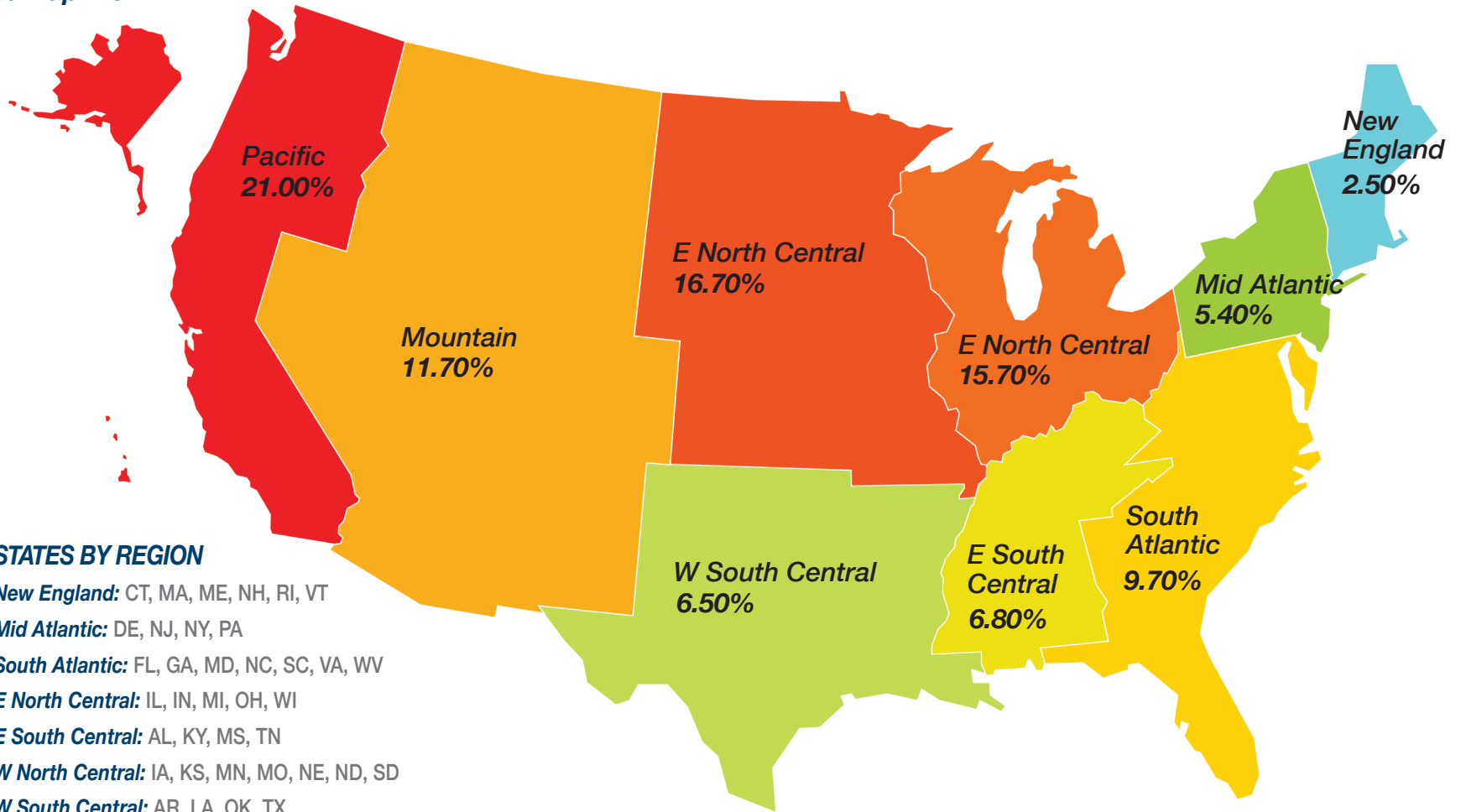
W South Central: AR, LA, OK, TX

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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Chart View

Percent Distribution Across Your Data
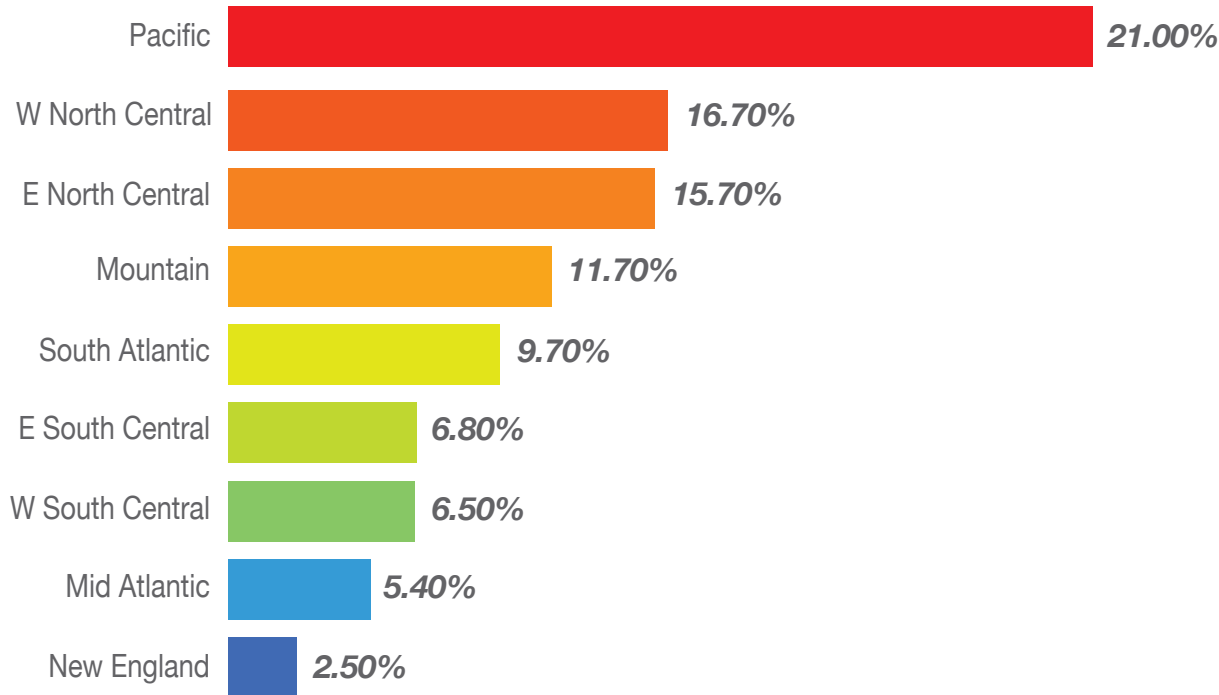
Region	Percent
Pacific	21.00%
W North Central	16.70%
E North Central	15.70%
Mountain	11.70%
South Atlantic	9.70%
E South Central	6.80%
W South Central	6.50%
Mid Atlantic	5.40%
New England	2.50%

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

State	Percent
CA	11.80%
OH	7.70%
MN	6.20%
IL	5.50%
MO	4.80%
WA	4.70%
OR	4.10%
CO	4.10%
IA	4.00%
TX	3.40%
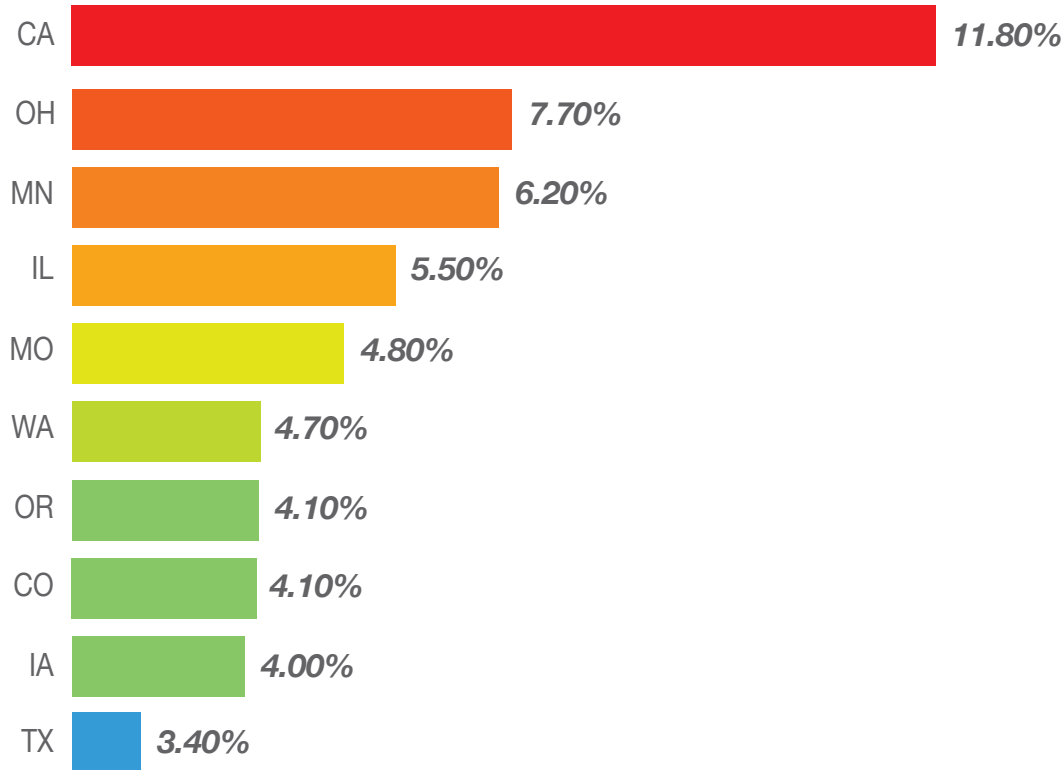
Available In D&B Base

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.
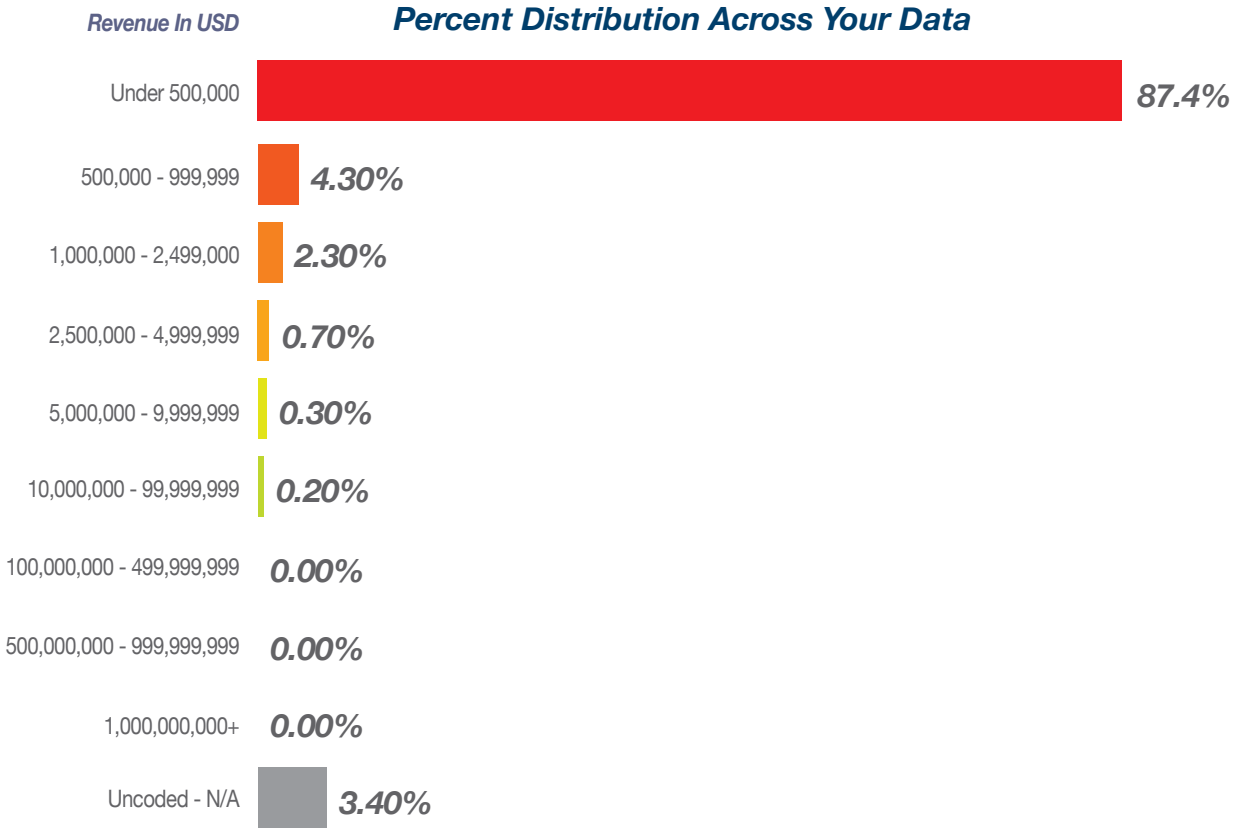
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Percent Distribution Across Your Data

Revenue In USD		Available In D&B Base	
		Count	%
Under 500,000	87.4%	14,876,378	77.50%
500,000 - 999,999	4.30%	897,270	4.70%
1,000,000 - 2,499,000	2.30%	557,176	2.90%
2,500,000 - 4,999,999	0.70%	197,601	1.00%
5,000,000 - 9,999,999	0.30%	101,668	0.50%
10,000,000 - 99,999,999	0.20%	90,741	0.50%
100,000,000 - 499,999,999	0.00%	8,695	0.00%
500,000,000 - 999,999,999	0.00%	1,666	0.00%
1,000,000,000+	0.00%	2,404	0.00%
Uncoded - N/A	3.40%	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.

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Number Of Employees	Percent Distribution Across Your Data		Available In D&B Base	
			Count	%
1 - 4	▰	83.70%	2,171,803	11.30%
5 - 9	▰	8.10%	667,100	3.50%
10 - 19	▰	3.40%	365,150	1.90%
20 - 49	▰	1.70%	715,156	3.70%
50 - 99	▰	0.50%	362,807	1.90%
100 - 249	▰	0.20%	430,985	2.20%
250 - 499		0.00%	260,135	1.40%
500 - 999		0.00%	385,650	2.00%
1000+		0.00%	231,682	1.20%
Uncoded	▰	2.40%	1,584,477	8.30%

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.
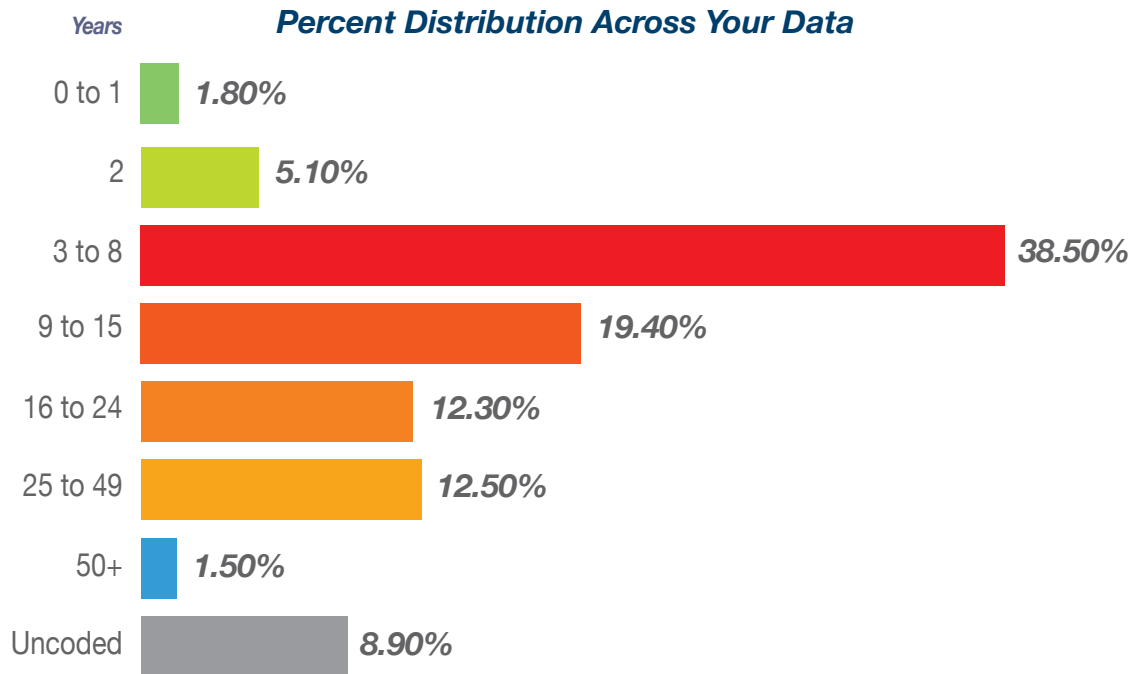
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Percent Distribution Across Your Data

Years	Percent
0 to 1	1.80%
2	5.10%
3 to 8	38.50%
9 to 15	19.40%
16 to 24	12.30%
25 to 49	12.50%
50+	1.50%
Uncoded	8.90%

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%

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

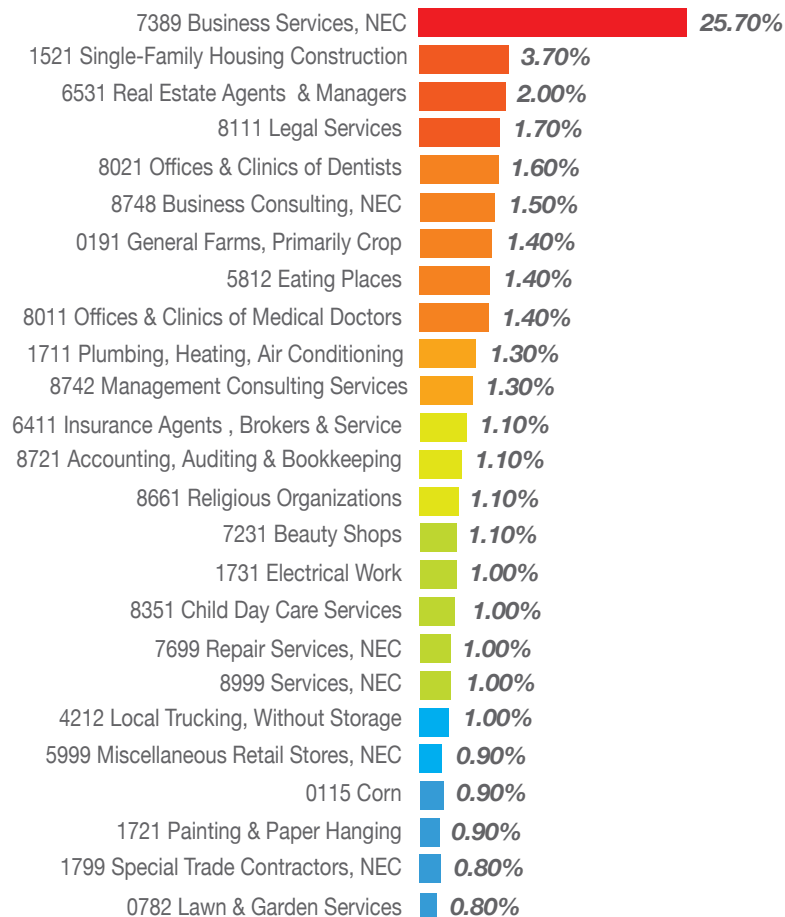| Industry	Percent
73 Business Services	29.60%
17 Construction - Special Trade Contractors	6.70%
87 Engineering, Accounting, Research, Management, & Related Services	5.50%
15 Building Construction - General Contractors & Operative Builders	4.60%
80 Health Services	4.60%
65 Real Estate	3.60%
01 Agricultural Production - Crops	3.30%
59 Miscellaneous Retail	3.20%
72 Personal Services	3.00%
07 Agricultural Services	2.20%
50 Wholesale Trade - Durable Goods	2.00%
83 Social Services	1.80%
81 Legal Services	1.70%
86 Membership Organizations	1.60%
42 Motor Freight Transportation	1.60%
58 Eating & Drinking Places	1.60%
76 Miscellaneous Repair Services	1.50%
51 Wholesale Trade - Nondurable Goods	1.40%
75 Automotive Repair, Services & Parking	1.40%
02 Agricultural Production - Livestock & Animal Specialties	1.30%
79 Amusement & Recreation Services	1.10%
64 Insurance Agents, Brokers & Service	1.10%
57 Home Furniture, Furnishings & Equipment Stores	1.00%
89 Services, Not Elsewhere Classified	1.00%
67 Holding & Other Investment Offices	0.90%

Available In D&B Base

SIC	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.
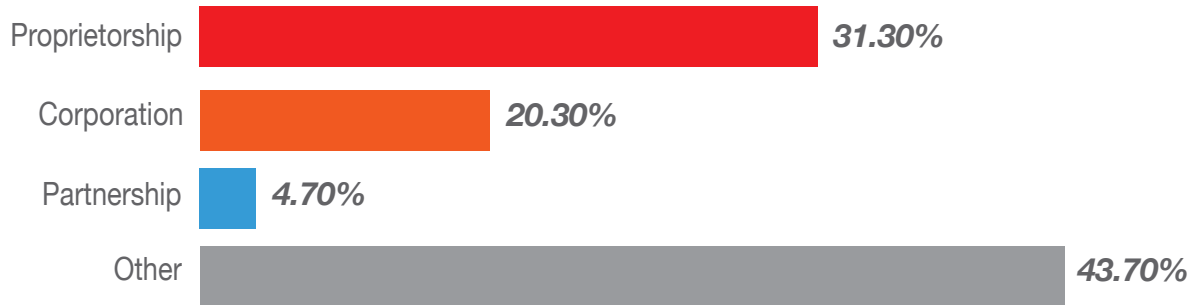
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Percent Distribution Across Your Data

SIC Code	Percent
7389 Business Services, NEC	25.70%
1521 Single-Family Housing Construction	3.70%
6531 Real Estate Agents & Managers	2.00%
8111 Legal Services	1.70%
8021 Offices & Clinics of Dentists	1.60%
8748 Business Consulting, NEC	1.50%
0191 General Farms, Primarily Crop	1.40%
5812 Eating Places	1.40%
8011 Offices & Clinics of Medical Doctors	1.40%
1711 Plumbing, Heating, Air Conditioning	1.30%
8742 Management Consulting Services	1.30%
6411 Insurance Agents , Brokers & Service	1.10%
8721 Accounting, Auditing & Bookkeeping	1.10%
8661 Religious Organizations	1.10%
7231 Beauty Shops	1.10%
1731 Electrical Work	1.00%
8351 Child Day Care Services	1.00%
7699 Repair Services, NEC	1.00%
8999 Services, NEC	1.00%
4212 Local Trucking, Without Storage	1.00%
5999 Miscellaneous Retail Stores, NEC	0.90%
0115 Corn	0.90%
1721 Painting & Paper Hanging	0.90%
1799 Special Trade Contractors, NEC	0.80%
0782 Lawn & Garden Services	0.80%

Available In D&B Base

SIC	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.

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Percent Distribution Across Your Data

Type	Percent
Proprietorship	31.30%
Corporation	20.30%
Partnership	4.70%
Other	43.70%

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%

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

Location Type	Bar	Value
Single Location	████████████████████████	**97.10%**
Branch	▌	*1.80%*
Headquarters	▌	*1.10%*

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.

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Percent Distribution Across Your Data

Non-Home Based	52.30%
Home Based	47.70%

Available In D&B Base

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

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

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