



Desktop Marketing Tools

Software and data for business-to-business sales and marketing professionals.

- Generate better leads
- Zero-in on your best customers
- Focus on your hottest prospects
- Find markets that offer unexpected potential
- Learn what differentiates responders from buyers
- Analyze advertising, web, and marketing response
- Improve your sales & marketing R.O.I.
- And more...

	Sum Sibus	#Bus in Market	% of Bus Market
Marketing consulting services	8.0	36696	0.299
Business consulting services	11.1	131424	0.071
Management consulting services, nec	7.4	52351	0.158
Industry specialist consultants	8.7	18694	0.151
Industrial and labor consulting services	25	9251	0.059
Business planning and organizing services	24	2313	0.041
Custom computer programming services	14	2047	0.154
Computers, peripherals, and software	13	389	0.013
Advertising agencies	9	3528	0.137
Computer integrated systems design	6	47049	0.271
Prepackaged software	2	22362	0.118
Accounting, auditing, and bookkeeping	85	28195	0.288
Real estate agents and managers	62	18584	0.288
	55	17863	0.288
	55	104255	0.288
	54	210122	0.288
	51		
	41		

D&B Sales & Marketing Solutions.

We help business-to-business sales and marketing professionals identify and reach their most profitable prospective customers.

D&B Sales & Marketing Solutions (formerly iMarket Inc.) has pioneered the delivery of business-to-business marketing information. Our desktop, server, enterprise, and web-based solutions are used by over 60,000 businesses—from emerging companies to many of the Fortune 100—to dramatically improve the return on their marketing and sales investments. And, since 1994, over 175,000 sales and marketing professionals have benefited from attending our free informational seminars.

Are you facing growing pressure to spend less and sell more?

The key to generating better leads and increasing your sales and marketing R.O.I. (return on investment) is to target the right audience, with the right message, offering products and services your audience needs. With marketing software and data from D&B Sales & Marketing Solutions, this is easier than ever before.

D&B Sales & Marketing Solutions offer a range of tools, providing functionality from basic prospecting and list building to powerful customer and lead analysis. Choose the one that best helps you achieve your goals.

MarketPlace™

Instant prospect lists and basic market research. (See pages 4 and 5.)

MarketPlace Pro™

Prospecting, list suppression, and data enhancement. (See pages 6 and 7.)

MarketPlace Gold™

Intelligent prospecting, based on insight from your customer and lead data. (See pages 8-10.)

The Data

All D&B Sales & Marketing Solutions software tools are powered by an on-board database compiled from many industry-leading data providers, giving you the depth of data you need for more precise target marketing.

There are two main types of data that make up the on-board database:

Base Data — Complete demographic data on more than 14 million U.S. businesses, from the industry's leading supplier of business-to-business marketing data, D&B.

Open Data — Specialty data from multiple industry-specific data suppliers.

Base Data

Following is a list of all the Base Data elements. The elements that you can use to narrow your search are marked with an asterisk (*).

Demographic Data

*SIC Division **
2-, 4-, 6-, and 8-digit
*SIC Codes **
*Annual Sales **
*Headquarters or Branch **
*Total Employees **
*Employees at Site **
Year Started
*(Years in Business) **
*Public or Private **
*Subsidiary Indicator **
*Legal Status (Corporation, Sole Proprietorship, etc.) **
*Import/Export Indicator **
*Manufacturing Indicator **
*New/Changed Records **

Contact Information

Main Phone Number
Address
*City **
*State **
ZIP Code
ZIP+4
Delivery Point

Mapping/Location Data

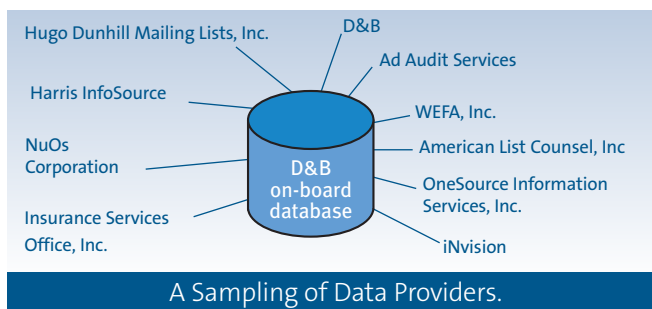
Physical Address
Physical City
Physical State
Physical ZIP Code
Physical ZIP+4
*3-digit ZIP Code **
3-digit ZIP Name
*5-digit ZIP Code **
County FIPS code
*County **
Metro Area FIPS Code
*Metro Area **
State FIPS Code
Latitude
Longitude

Business Data

Unique Identifier
*Trade Business Name **
*Legal Business Name **
*Executive at Site **
Executive Title

Who are D&B Sales & Marketing Solutions tools for?

- Marketing managers, directors, VPs
- Sales managers, directors, VPs
- Market analysts & researchers
- Database marketers & analysts
- Product managers
- Strategic planners
- Business developers
- Marketing consultants
- Anyone responsible for improving their company's sales and marketing R.O.I.



Open Data — Select and export data on the following industries:

- Business Indicators
- Education
- Energy
- Exchanges and Area Codes
- Fax Numbers*
- Information Technology
- Insurance
- Law
- Manufacturing
- Telecommunications

Contact Names - Target specific job functions and job titles in the following industries:

- Education
- Financial Services
- Health Care
- Information Technology
- Law
- Management

*** Note to all fax list users:**

It is a violation of federal and state law to send unsolicited advertisements to a fax machine. (See United States Code Title 47 Section 227.) Anyone violating those laws may be subject to civil and criminal penalties which may exceed \$500 for each transmission of an unsolicited fax. D&B Sales & Marketing Solutions provides business data for lawful purposes only and expressly forbids the use of its business data in any unlawful manner.

Open Data Providers

Here's a sampling of the companies that provide Open Data to D&B Sales & Marketing Solutions on-board database (as of July 2002).

- Ad Audit Services Inc.
- American List Counsel, Inc.
- CC3
- D&B
- Harris InfoSource
- Hugo Dunhill Mailing Lists, Inc.
- Insurance Services Office, Inc.
- iNvision Consulting Services, Inc.
- Market Data Retrieval
- Noble Ventures
- NuOS Corporation
- OneSource Information Services, Inc.
- WEFA, Inc.

New data providers, data, and contact names are added each quarter, so be sure to check www.imarketinc.com/opendata often for updates and enhancements.

Pay only for what you want, when you want it

D&B Sales & Marketing Solutions prospecting tools are based on a metering system, allowing you to build, preview, and modify lists before you actually license any data. When you license a list, meter credits are deducted from a pre-paid account. You're only charged for the data you want and there's no charge to do market research or to analyze data!

For each company name you license for prospecting, you pay 10, 15, 20, or 35 cents, depending on the kind of information you need. Additional charges apply when using Open Data and when you export Open Data elements.

Standard pricing is \$0.10 per meter credit, but volume discounts are available for large data buyers. Call for details.

Note to Open Data Users:

D&B's data offerings may change from quarter to quarter. In the event that we discontinue a relationship with a data provider, we will inform you about alternate sources of similar information.

To get:	You spend (per record):
Mailing info	1 credit (10 cents)
with Employee Range	1.5 credits (15 cents)
Telemarketing info (Mailing info + phone #)	1.5 credits (15 cents)
with Employee Range	2 credits (20 cents)
Full demographic info	3.5 credits (35 cents)

Precisely-targeted prospect lists, in minutes, from your desktop

MarketPlace is for sales and marketing professionals who need to:

- **Generate highly-targeted prospect lists** based on Base Data like industry, number of employees, years in business, and more, and on Open Data like information technology indicators, financial indicators, energy industry indicators, and more.
- **Sell more effectively** by precisely targeting the prospects who are most likely to buy. With MarketPlace contact names, you can target not only the right companies, but the right people at those companies.
- **Size markets** quickly and accurately.

Cost- and time-saving features

- **All lists are multiple-use lists** — Print labels and reports or export data for licensed lists for an entire year, as many times as you want, at no extra charge.
- **No select charges** — Test your list with different selects until you get the list you want. There's no cost until you license the list.
- **Don't pay for names you don't want** — Review the list and delete names you don't want, before you license the list.
- **No list minimums** — Create lists as small or large as you want.
- **List sampling** — Test large lists with small random samples, before you license the whole list.

Now shipping in MarketPlace

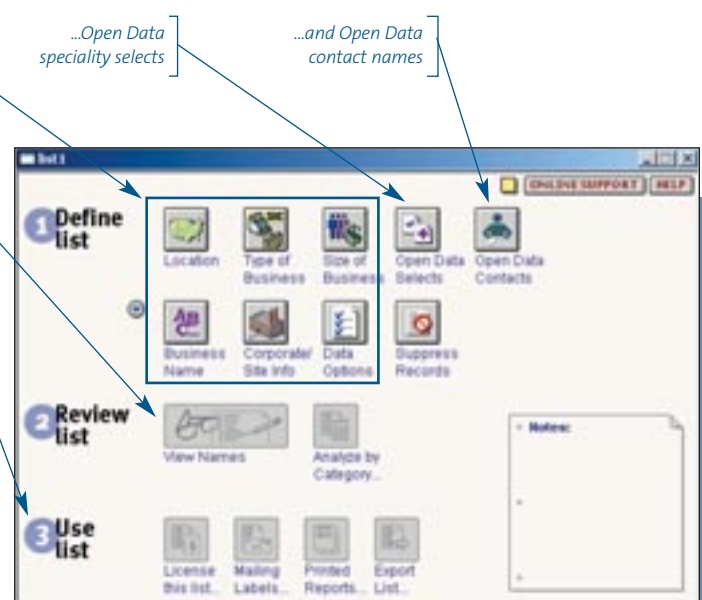
Millions of contact names and the ability to select by job function and job title, giving you access to the names of managers, directors, and other top decision-makers!

MarketPlace is as easy as 1-2-3

Step 1.
Specify what kinds of companies you want to market to using standard demographic selects...

Step 2.
Review your list and delete any companies that you don't want to pay for

Step 3.
License the list and print prospect reports and mailing labels—and start bringing in new customers!



MarketPlace Output

Once you've created a prospect list, you can:

- Print mailing labels to a wide variety of popular label formats
- Export the demographic data and import it into other programs like GoldMine or ACT! (for contact management), MapInfo (for mapping), Microsoft Excel (for number-crunching), and Microsoft Word (for mail merges). You can also append most Open Data elements.
- Print prospect reports
- Print telemarketing reports

Mr. Kevin Ethier
Director MIS
Microcom Inc.
500 River Ridge Dr.
Norwood MA 02062-5059

Mr. Michael Dunbar
Information Services
Tally Systems Corp.

Telemarketing Listing

Company Name Location	Primary SIC Code	Exec. Name Exec. Title	Telephone
Microcom Inc Norwood, MA 02062-5059	3661-0105 Modems	Kevin Ethier Director Mis	781-551-1000
Tally Systems Corp Hanover, NH 03755-0070	7371-0100 Custom computer programming...	Michael Dunbar Information Services	603-643-1300
Fluent Inc Lebanon, NH 03766-1441	7371-0301 Computer software development	Jeanne Thompson Info Svcs	603-643-2600

Thimmaiah Biddanda
Network Manager
Computer Horizons Corp.
49 Old Bloomfield Ave.
Mountain Lakes NJ 07046-1449

Mr. Mark A. Przybszewski
Unix Admin
Storis Management
7 Entin Rd.
Parsippany NJ 07054

Prospect Report

Name: Microcom Inc	Annual Sales: \$31.1M
Mail Address: 500 River Ridge Dr Norwood, MA 02062-5059	No. of Empl.: 325 Empl. at all sites: 325
Phys. Addr.:	Ownership: public Legal Status: corporation Type of Site: headquarters Subsidiary: subsidiary
County: Norfolk	Mfr. at Site: manufacturing
Metro Area: Boston, MA-NH	Import/Export: export
Phone: 781-551-1000	Year Started: 1997
Exec. Name: Mr. Kevin Ethier Exec. Title: Director Mis	DUNS Number: 00-149-8260 MarketMatch ID:
Contact Names: MIS/Info Systems (LTS): Mr. Kevin Ethier, Director Mis	Lat/Lon: 42.1739/-71.1930
	SIC codes (primary SIC listed first): 3661-0105 Modems 3577-0000 Computer peripheral equipment, nec 7372-0000 Prepackaged software
	Other Fields: Estimated LANS = 2 - 4 Projected Growth (1997 - 2002) = 10 - 24.99%

Mailing labels, a telemarketing listing, and a prospect report printed from MarketPlace.

Prospecting, data enhancement, and list suppression

MarketPlace Pro is for sales and marketing professionals who need to:

- **Remove (suppress)** existing customers and leads from new prospect lists.
- **Enhance** customer and lead databases with key business demographic data.

MarketPlace Pro includes MarketPlace, so you can also:

- **Generate highly-targeted prospect lists** based on Base Data like industry, number of employees, years in business, annual sales, and more, and on Open Data like information technology indicators, financial indicators, energy industry indicators, and more.

- **Sell more effectively** by precisely targeting the prospects who are most likely to buy.
- **Size markets** quickly and accurately.

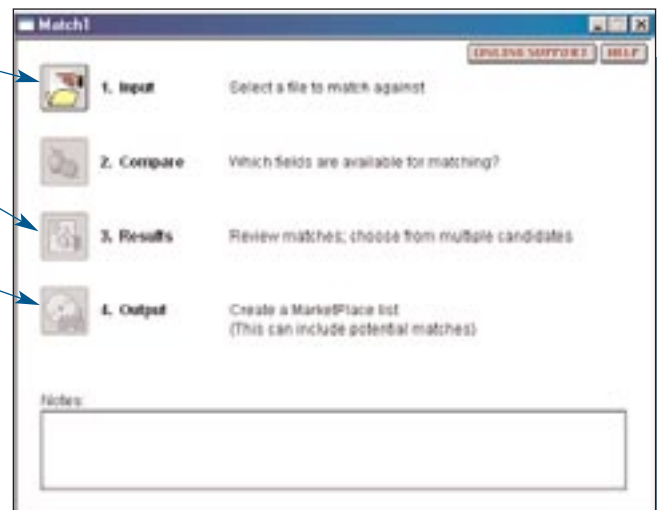
Match rates

MarketPlace Pro uses the latest neural-net and “fuzzy-logic” matching techniques to compare your customer or lead file to its on-board database. MarketPlace Pro has proven to deliver match rates equal to or exceeding the 50–75% you can expect from a service bureau. Because data matching is an imperfect science, no service bureau or software will ever match 100% of your records.

Don't forget, MarketPlace Pro contains the same on-board database of more than 14 million U.S. businesses and the same robust prospecting functionality that's in our flagship product, MarketPlace.

How MarketPlace Pro works

1. Import your customer or lead file as a DBF, CSV, or tab-delimited file.
2. Match your customer or lead file to the D&B Sales & Marketing Solutions on-board database.
3. Output your customers or leads as a MarketPlace list.
4. Open your new customer or lead list in MarketPlace, license additional demographic data like industry, annual sales, and number of employees, and append the data to your original customer or lead file.



Enhance your customer and lead databases with valuable demographic data

With MarketPlace Pro, you can export critical demographic data from the on-board database so you can append it back onto your original files.

By doing this, you can turn records that look like this in your database:

*Acme Trucking
1 Main St.
Des Moines, IA 50301
800-555-1234*

Into records that look like this:



*Acme Trucking Corporation
1 Main St.
Des Moines, IA 50301
800-555-1234
SIC 7513-9901 (Truck leasing, without drivers)
Employees: 25-49
Annual sales: \$5 million
Year started: 1990
Location type: Headquarters
Ownership: Private
Metro area: Des Moines, IA
Executive: Jim Doe, CEO
Mailing address: P.O. Box 1
Physical address: 1 Main Street*

MarketPlacePro saves you time and money and gives you control

- **Save money by removing (suppressing) records you already own.** MarketPlace Pro can turn any file — your lead or customer database, a list of trade show attendees, etc. — into a file that you can suppress from new MarketPlace prospect lists.
- **There are no setup or matching fees.** Service bureaus charge a matching price per thousand, setup fees, and additional costs for appending data elements. With MarketPlace Pro, you simply pay for the data if you choose to append it to matched records, saving you thousands of dollars over what you might pay a service bureau.
- **Get fast results.** With a service bureau, it often takes weeks for results. With MarketPlace Pro, you get results in minutes or hours, not days or weeks.

Understand your customers, leads, and markets

Don't forget, MarketPlace Gold contains the same on-board database of more than 14 million U.S. businesses and the same robust prospecting functionality that's in our flagship product, MarketPlace.

MarketPlace Gold is for sales and marketing professionals who need to:

- **Profile and clone** their best customers to find more customers just like them.
- **Measure** market penetration and potential.
- **Analyze and compare** response to marketing and sales programs.
- **Generate** better leads.
- **Remove (suppress)** existing customers and leads from new prospect lists.
- **Enhance** customer and lead databases with key business demographic data.
- **Analyze** sales territory performance.

MarketPlace Gold includes MarketPlace, so you can also:

- **Generate highly-targeted prospect lists** based on Base Data like industry, number of employees, years in business, annual sales, and more, and on Open Data like business indicators, financial indicators, and energy industry indicators.
- **Sell more effectively** by precisely targeting the prospects who are most likely to buy.
- **Size markets** quickly and accurately.

Only have company names, addresses, and phone numbers in your file?

That's all you need! MarketPlace Gold matches your customer or lead database to its Base database, giving you the additional demographic data you need to analyze by industry, annual sales, number of employees, and more.

MarketPlace Gold answers the big questions

Successful marketers know that their customer and lead data is a strategic tool. By segmenting and analyzing customers and leads, they can answer the following important questions.

Customer profiling

- What characterizes my best and worst customers?
- What kinds of companies become my repeat customers and my most profitable customers?
- Which industries give me the most revenue and which give me the highest average revenue?
- Where are my best cross-selling opportunities?
- Which industries buy which products?

Market penetration and potential

- Which industries have I been most successful in?
- What is the relative size of my market potential?
- Which market segments offer potential I didn't expect?

Response analysis

- Are my marketing programs attracting qualified leads?
- Who is responding to my ads, web site, trade show booth, and direct marketing?
- Which industries not only responded to my lead generation activities, but which ones bought the most?

Sales territory performance

- How can I deploy my sales force equitably?
- Where should I focus my best sales reps?

Analyzing market penetration with MarketPlace Gold

Below is an example of a MarketPlace Gold customer base market penetration analysis.

You have a fair amount of customers in Custom computer programming services (779) and it's your best-penetrated market (at 1.62%).

You've got more than twice as many customers in Management consulting (1,825), but since the market is so large (131,424) your penetration is lower (1.39%).

4-digit SIC Code	4-digit SIC Code	# bus	% of Market penetrated	#bus in Market	pen. index (base=100)
7371	Custom computer programming services	779	1.621	48049	635
2752	Commercial printing, lithographic	561	1.529	36996	599
8742	Management consulting services	1825	1.399	131424	544
5065	Electronic parts and equipment, nec	350	1.370	25973	540
5112	Stationery and office supplies	155	1.373	11288	538
5085	Industrial supplies	309	1.318	23436	518
5084	Industrial machinery and equipment	609	1.251	48864	490
7374	Data processing and preparation	187	1.237	15120	484
5063	Electrical apparatus and equipment	283	1.159	24416	454
4813	Telephone communication, except radio	255	1.154	22093	452
6411	Insurance agents, brokers, and service	1703	0.862	197530	338
7363	Help supply services	209	0.858	24358	336
7361	Employment agencies	219	0.789	27757	309
6282	Investment advice	133	0.767	17330	301
7336	Commercial art and graphic design	290	0.736	39399	288
5199	Nondurable goods, nec	290	0.705	39723	276
6022	State commercial banks	182	0.681	26715	267
8721	Accounting, auditing, and bookkeeping	573	0.550	104255	215

Interpreting the analysis report

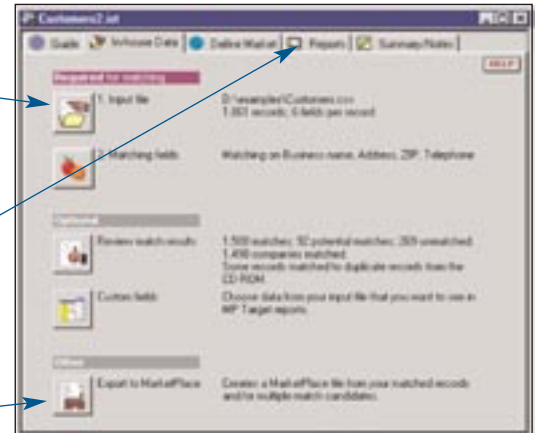
If you only pursued industries where you had a lot of customers, you might have ignored Custom computer programming. But, since it's one of your best-penetrated industries, it's probably a good market to hit with a special vertical marketing campaign. And, even though you have the most customers in Management consulting, there's still a lot of room to grow. You might want to do a large, targeted campaign to this industry.

The bottom line: There is no right or wrong answer. MarketPlace Gold provides data and analytical tools that free you up to develop marketing programs and strategies, so you don't have to spend time running numbers.

continued...

How MarketPlace Gold works

1. Import your customer or lead file as a DBF, CSV, or tab-delimited file.
2. Match your customer or lead file to the MarketPlace on-board database and view market penetration, program response, and other important analysis reports. (You can also create a prospect list of any market segment with one click from your analysis report and then open and license the list in MarketPlace.)
3. Output your customers or leads as a MarketPlace list.
4. Open the list in MarketPlace, license additional demographic data like industry, annual sales, and number of employees, and append the data to your original customer or lead file..



MarketPlace Gold is powerful, yet easy to use

MarketPlace Gold is designed for sales and marketing professionals by sales and marketing professionals, so you don't have to be a database analyst to get fast, actionable results.

And, MarketPlace Gold is an all-in-one tool. You can match and analyze your customer or lead databases all with one software tool, from your desktop.

Match rates

MarketPlace Gold uses patented neural-net and "fuzzy-logic" matching techniques to compare your customer or lead file to its on-board database. MarketPlace Gold has proven to deliver match rates equal to or exceeding the 50–75% you can expect from a service bureau. Because data matching is an imperfect science, no service bureau or software will ever match 100% of your records.

Added power, with add-on modules

- The **Custom Fields Module**, which comes as part of your MarketPlace Gold subscription, lets you analyze by information (like revenue) from your own database. That means you can see which industries spend the most money with you, generate the highest average revenue per customer, and more.
- The **High-Capacity Module** lets you analyze databases with more than 60,000 records (max. capacity: 500,000 records).
- The **Unlimited-Capacity Module** lets you analyze databases with more than 500,000 records.

Plan on reselling MarketPlace Gold analysis data to your clients?

Call for special reseller pricing.

Which tool is right for you?

Key Applications

	MarketPlace	MarketPlace Pro	MarketPlace Gold
Create highly-targeted prospect lists.	■	■	■
Remove existing customers and leads from new prospect lists.		■	■
Enhance in-house customer and lead databases.		■	■
Analyze response to marketing and sales programs.			■
Generate more leads that look like your best customers ("clone" your best customers).			■
Calculate how much of a market segment you've already penetrated and what the remaining potential is.			■
Calculate the revenue potential of any market segment.			■
Understand which customer segments generate most of your revenue, generate the highest average revenue, cost the most to service, and more.			■
Analyze customers and leads by numeric variables in your own database.			■

Product Comparison

Product	Gives you:	Includes:
MarketPlace	The power to generate highly-targeted prospect lists	<ul style="list-style-type: none"> • An industry-leading on-board database of more than 14 million U.S. businesses • Powerful list-building tools • Open Data and Contact Names
MarketPlace Pro	<i>All of the above, plus the ability to:</i> <ul style="list-style-type: none"> • Enhance customer and lead databases with key business demographics • Remove (suppress) existing customers, leads, and competitors from new prospect lists 	<i>All of the above, plus:</i> <ul style="list-style-type: none"> • An integrated match engine
MarketPlace Gold	<i>All of the above, plus the ability to:</i> <ul style="list-style-type: none"> • Profile and clone your best customers • Measure market penetration and potential • Analyze and compare response to marketing and sales programs • Generate better leads • Analyze by numeric fields (like revenue) from your customer or lead database, in addition to the demographic information in the on-board MarketPlace Gold database 	<i>All of the above, plus:</i> <ul style="list-style-type: none"> • Powerful analysis tools

We're here when you need us

At D&B Sales & Marketing Solutions, we want to do everything we can to help you become a more successful marketer. That's why we offer a variety of no-charge and fee-based programs and services to help you get more out of our software tools and hone your marketing skills.

We'll answer your basic questions without charge and provide these fee-based services when you need more in-depth help:

- **Technical Support and Software Training.**

Choose phone or onsite training for help installing and using our products or when you have basic questions about incorporating our tools into your overall sales and marketing strategy.

- **Professional Services.**

For custom-designed database marketing systems and solutions, tailored to your company's needs.

Data specifications

- Input file formats (for MarketPlace Pro and MarketPlace Gold): DBF, CSV, tab-delimited
- Output file formats: MPB (MarketPlace), DBF, CSV, tab-delimited

	Recommended	You must have at least:
CD-ROM Drive	650 MB 8X or faster	650 MB 4X
Processor	Pentium II 300mhz	Pentium 90
Operating System	Windows 95/98/NT 4.0/2000	Windows 95/98/NT 4.0/2000
RAM*	64 MB or greater	32 MB
Available hard disk space (before install)**	500 MB (MarketPlace) 700 MB (MarketPlace Pro) 700 MB (MarketPlace Gold)	300 MB (MarketPlace) 450 MB (MarketPlace Pro) 450 MB (MarketPlace Gold)
Display	SVGA (800 x 600 @ 256 colors)	SVGA (800 x 600 @ 256 colors)
Mouse	Required	Required

* Additional virtual memory is required.

**Heavy use of MarketPlace Open Data will require additional hard disk space.

Open Data is a trademark and D&B is a registered trademark of D&B Corporation. Windows 95, Windows NT 4.0, and Microsoft are registered trademarks of Microsoft Corporation.



Decide with Confidence

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