



# List Exchange Base ~ B-to-B Co-op Database

## Over 75 Million Unduplicated Names!

Postal • Telemarketing • Email



**LexBase, the Largest B-to-B Cooperative Marketing Database, Contains More Than 75 Million Unduplicated Names From Over 1,800 B-to-B Mailing Lists**

**75,152,761 Postal • 53,132,707 Telemarketing • 15,132,456 Email**

If there is a co-op database larger than the one you are renting, then you are simply not reaching all your potential customers in the market. LexBase, the largest b-to-b cooperative marketing database, contains more than 75 million unduplicated names from over 1,800 b-to-b mailing lists – giving you the postal address, phone number, and e-mail address for virtually every b-to-b prospect at virtually every business site in North America. 92% of LexBase has a contact name, enabling mailings to be personalized.

Hundreds of b-to-b lists included in LexBase are not available in any other co-op marketing database. In addition, LexBase is enhanced with infoUSA's proprietary business database, adding significant data to records from contributed lists. With names combined from thousands of lists, LexBase provides maximum penetration at the sites you want to sell to.

The cost to rent names from LexBase is the current cost per thousand charged by each individual list owner for their names plus a \$12 per thousand service charge – more than offset by the elimination of merge/purge, NCOA processing, or selection charges.

### JOB FUNCTION

#### **Architect/Designer/Contractor/Builder**

*(Architect/Designer, Construction/Contractor/Builder)*

#### **Aviator**

#### **Consultant**

#### **Corporate Management**

*(President/CEO/Owner/Partner/Principal, VP/Assistant VP)*

#### **Education Professional**

#### **Engineering**

*(Aerospace Engineer, Chemical Engineer, Civil Engineer, Design & Development Engineer, Electrical Engineer, Engineering Manager, Environmental Engineer, Manufacturing Engineer, Mechanical Engineer, Natural Resources Engineer, Transportation Engineer)*

#### **Environmental/Health/Safety/Compliance**

*(Compliance/Safety/Security Professional, Environmental Professional, Public Safety/Police/Fire Personnel)*

#### **Facility Management**

*(Maintenance)*

#### **Farmer**

#### **Financial/Insurance/Real Estate/Legal Professional**

*(Financial Professional, Insurance Professional, Real Estate Professional, Legal Professional)*

#### **Government Official**

*(Public Works Official, Federal Government Official, Military/Defense Personnel, State/Local Government Official)*

#### **Healthcare Professional**

#### **Importer/Exporter**

#### **Manufacturing/Operations/Production**

*(Manufacturer, Operations, Production)*

#### **Meeting/Travel Planner**

#### **Middle Management**

#### **Non-Profit Worker**

*(Counselor/Social Worker, Religious Personnel)*

#### **Office Administration**

#### **Publisher/Printer**

*(Editor, Publisher, Prepress/Bindery/Duplication)*

#### **Purchasing**

#### **Quality Assurance/Quality Control**

#### **Research & Development**

#### **Retailer/Wholesaler/Distributor**

#### **Retiree**

#### **Sales & Marketing/Advertising/Media**

*(Advertising, Communications Professional, Creative, Sales & Marketing Personnel, Circulation Press/Media)*

#### **Student**

#### **Technology**

*(CIO/CTO, IT/IS/MIS Personnel; Data Processing, Division Merchandise Manager, E-Commerce, Network Manager, Programmer/Database Administrator, Software Developer, Systems Analyst/ Developer/ Integrator, Web Designer/Programmer)*

#### **Training/HR**

*(Human Resource, Employee Benefits Administrator, Training, Recruiter)*

**Names on the list can be selected by 40 different criteria including:**

- Job Function
- Standard Industrial Classification (SIC)
- Industry
- Employee Size
- Title
- Source
- Multi-Buyer
- Buying Influences
- Installed Base
- Mail Order Buyers
- RFM (Recency, Frequency, Monetary)
- Fast Growth
- Affinity
- Penetration
- Promotional History
- Average Unit of Sale
- Lifetime Customer Value
- Zip Code
- Times Mailed
- New Businesses
- And More...

Individual lists can be selected from LexBase by name. LexBase offers standardized coding across all files. There is no charge for selections.

For more Information:  
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