



In order to create more highly targeted and effective direct marketing campaigns, Redi-Data offers Redi-Analytics, an analytic component to help rate potential customers based on risk and response data.

Powerful Core Database

Redi-Data combines decades of modeling experience* and our powerful core database, featuring:

- 15.5 million businesses
- 173 million consumers
- 120 unique data sources

The result? The most information rich tool available for business marketers.

Extensive Small Business Coverage

Redi-Analytics B2B supplements existing business databases with the best known and inferred data available – providing relevant and dynamic data that is complementary to traditional B2B databases.

Cutting Edge Tools

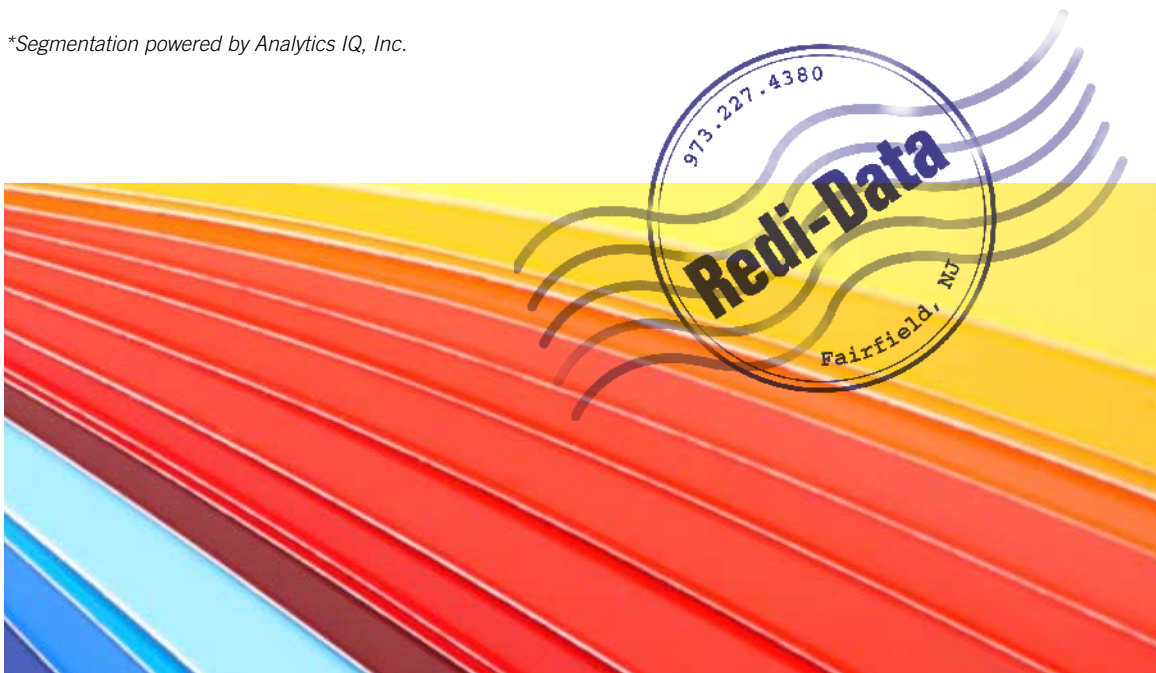
Redi-Analytics B2B offer a broad range of business tools to meet your specific marketing needs:

- **Response B2B Scores:**
Generic response tool
- **Segmentation B2B Scores:**
Business segmentation system
- **SIC Segmentation B2B Scores:**
SIC-code segmentation system
- **Risk B2B Scores:**
Small business credit risk score
- **Econometric Assessment B2B Scores:**
Suite of economic models

Database Layout:

Company Number of Employees
Company Annual Sales
Sales Per Employee
SIC (2 Digit)
SIC (4 Digit)
SIC (6 Digit)
Ratio of Sales to SIC(2) Average
Ratio of Sales to SIC(4) Average
Ratio of Sales to SIC(6) Average
Ratio of Employees to SIC(2) Average
Ratio of Employees to SIC(4) Average
Ratio of Employees to SIC(6) Average
SIC Segmentation System
Small Business Risk Score
Response B2B Model
Small Business Segmentation System
Principal Ethnic Code
Principal Net Worth
Principal Income
Principal Gender
Principal Title
Principal Title Type (Executive, Management, Tactical)
Econometric Data: Bankruptcy
Econometric Data: Retail Sales
Econometric Data: Unemployment
Econometric Data: Home Prices
Econometric Data: Housing Starts
Econometric Data: Household Income
Econometric Data: Bank Deposits

**Segmentation powered by Analytics IQ, Inc.*



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