OVER 18 MILLION BUSINESSES AND OVER 40 MILLION EXECUTIVES
3 MILLION BUSINESSES WITH EMAIL, 25 MILLION CONTACTS WITH EMAIL

DESCRIPTION

The Redi-Business Database is one of the largest in the industry and 100% customizable by dozens of criteria such as SIC Codes (industry-specific codes), job titles, geography, age, gender, language, ethnicity and more. With multiple specific titles within a company, maximize your efforts in specific business categories. Redi-Business lists compile a broad array of U.S. businesses from dozens of trusted sources including: one-on-one interviews, yellow pages, courthouse records, company phone listings, credit inquiry reports, and USPS updates—all refreshed monthly ensuring the database is the most current available.

FEATURES

- Selectable by 2, 4, 6, or 8-digit SIC Code
- Monthly NCOA
- Address Standardized and Data Hygiene Processed
- CASS Certification and ZIP+4 Validate
- CEO/Owner/Manager Available for Most Businesses
- 100% Phone Coverage

SOURCES

SOURCES INCLUDE:

- One-on-one Interviews
- Courthouse Records
- Credit Inquiry Reports
- Many More
- Yellow Pages
- Company Phone Listings
- USPS Updates

DEPLOYMENT SERVICE PACKAGE

EMAIL DEPLOYMENT: Includes set-up, two tests, and deployment of text and HTML email message. Email message must be supplied in final deployment form. Additional charges apply for specialized graphics including oversized email messages.

EMAIL REPORT: Includes summary information regarding the mailing, seed names, messages delivered, messages opened, removes, clickthroughs, bad addresses and net names sent. (Please note the "Reply to Clicks" are not captured in the report, but can be redirected to an email address of your choice.)

URL TRACKING (Clickthroughs): Tracks individual URLs that have been clicked on in your email message. Multiple URLs can be tracked in one email message.

TURNAROUND TIME: 3-5 days after receipt of your email message and list owner approvals.

SELECTIONS

- Annual Sales Volume
- Top Executive Contact Name
- Employee Size
- E-mail Addresses (where available)
- Executives/Professionals by Title
- Fax Numbers
- Gender of Executives
- Radius by ZIP Code
- Headquarter/Branch
- Executives by Language Spoken
- Executives by Ethnicity
- Import/Export
- Longitude/Latitude
- Professional Specialty
- Public vs. Private
- Square Footage
- Area Code
- Female Owned Businesses
- Minority Owned Businesses
- Home Businesses
- Year Founded
- Much More

ADDITIONAL EMAIL SERVICES

PERSONALIZATION: Personalize each email message with the individual's name.

PIN NUMBERS (Personal Identification Numbers): Validate unique identification numbers to each individual email message.

DATABASE MATCHING: We can match a client supplied file to our email database and select the matched records for email non-authorized.

DATABASE MATCH EMAIL FLAG: Supply a client's file back to them with a flag indicating which records have an email address.

NON-AUTHORIZED/NON-DELIVERABLES: Provide the non-authorized/non-deliverables from an email non-authorized for client supplied files.

SUPPRESS FILE: We can suppress a client supplied file of emails.

ANALYSIS FILE: After deployment, we can provide a report of the number of email messages delivered, opened, who opened the message, the number of email messages forwarded, and the number of "clickthroughs" and removes. (Additional fees apply.)

REDI-BUSINESS POSTAL AND EMAIL LISTS

POSTAL LIST RENTAL / SELECTION CHARGES

BASE PRICING

$50/M one time use
$80/M two time use
$100/M unlimited use
Minimum $100

DELIVERY PRICING

Email/FTP $50

SELECTS PRICING

Contact Names	$20/M
Employee Size	$10/M
Key Code	$5/M
Sales Volume	$10/M
Title Slug	$5/M
Telephone	$10/M
Fax	$20/M
Additional Selects	Inquire

CANCELLATION

Before mail date: $50 + $10/M + shipping. On or after mail date: Full charge.

Brokers, resellers, file licensees, lettershops, and data professionals, please call for additional information and rates.

EMAIL LIST RENTAL / SELECTION CHARGES

PRODUCT STAGE	TYPE	SERVICE	DESCRIPTION	PRICE	PER	MINIMUM
DEPLOYMENT	Basic	Deployment (Turnaround time: 3-5 days after receipt of email message in final deployment and all necessary approvals.)	One time use	$225	M	$850
			Annual (1 year) unlimited license	$675	M	$2,000
			Set-up includes; two (2) tests; one (1) message transmission and summary report			
FRONT END (Pre-Deployment)	Creative	Personalization	Personalization per occasion	$75	EACH	$75
		Image Hosting	Email contains single image	$75	FLAT	$75
OPTIONS	Tracking	URL Tracking (Clickthroughs)	Tracks total clicks, by URL, in your email message. Multiple URLs can be tracked in one email message	Included	EACH	Included
		PIN NUMBERS	Validate unique PIN, assigned by client or Redi-Data, to individual email messages	$150	FLAT	$150
		Database Match	Match client-supplied file to Redi-Data email database	Match: $200	FLAT	$200
				No Match: $650	FLAT	$650
	CAN-SPAM Compliance	Suppress Client's File	Suppress a client-supplied file of email addresses	$100	FLAT	$100
BACK-END (Post-Deployment)	CAN-SPAM Compliance	Provide Non-authorized	Supply file of non-authorized email addresses from non-authorized	Included	FLAT	Included
OPTIONS	Back-end Analysis	Email Deployment Analysis File	Provide post-deployment analysis, record-specific results including delivery, open, forward, click-through, and non-authorized	$500	FLAT	$500

View and run counts on our free online count system at ama.redicounts.com

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