

Experian Business Owner Link

Increase targeting power for business marketing services

This revolutionary new capability links demographic and credit data on a business to demographic and credit data on the owner of that business. With Experian Business Owner Link you can use combinations of data about a business and its owner to:

- *Better target small businesses* ■ *Improve response rates*
- *Develop business and consumer cross-selling opportunities* ■ *Increase the effectiveness of your pre-approved offers*
- *Reduce acquisition costs* ■ *Better segment and qualify business prospects using demographic and credit information on the business and the business owner*

Pre-screening to increase sales and reduce risk

The ability to pre-screen the business and the business owner, up front, lets you credit-qualify small business prospects for the most targeted and secure direct mail efforts—a particularly powerful tool for marketers extending “pre-approved” offers. Experian Business Owner Link significantly reduces your risk before you drop your mailing, increasing the respondents who will meet your approval criteria.

Segmenting and targeting power

Business Owner Link allows you to target business mailings by using a business owner’s demographic profile. Your services may be targeted to young entrepreneurs, business owners considering retirement, or businesses owned by women. Access to data on a business owner opens up many more options to better target the exact small business you want to reach.



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Break through the business clutter

Business Owner Link enables you to market to businesses by mailing to the home address of the owner, so you can avoid the clutter of business marketing messages owners receive at their place of business. By mailing to the home address, you may catch the owner at a point which is more conducive to thoughtful consideration of your marketing message.

Identify cross-selling opportunities

Do you target both commercial and consumer accounts? Are you able to identify consumers who might make good commercial customers, or vice versa. Business Owner Link can help you find those cross-selling opportunities. Send us your business list and we'll identify owner linkages, or send us your customer list and we'll match business owners to their businesses.

Only Experian has expertise in both consumer and business-to-business direct marketing. Only Experian has expertise in consumer and business credit pre-screening. And only Experian has Business Owner Link. To find out more about Experian Business Owner Link call 800 831 5614.

Experian Business Owner Link connects you to four separate Experian databases, so you can target market based on business and consumer demographics and credit information.



** Elements listed are not inclusive of all types of demographic and credit information available.*



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