

Six steps to new prospects

Data Select Network allows you to find new customers with targeted prospect lists directly from Experian's most popular databases. Data Select offers access to more than 215 million consumers, new homeowners, new movers, and over 16 million businesses. With online list downloads, you can go from a good idea to great results with just a few simple clicks!

Three steps to a count, six steps to an order

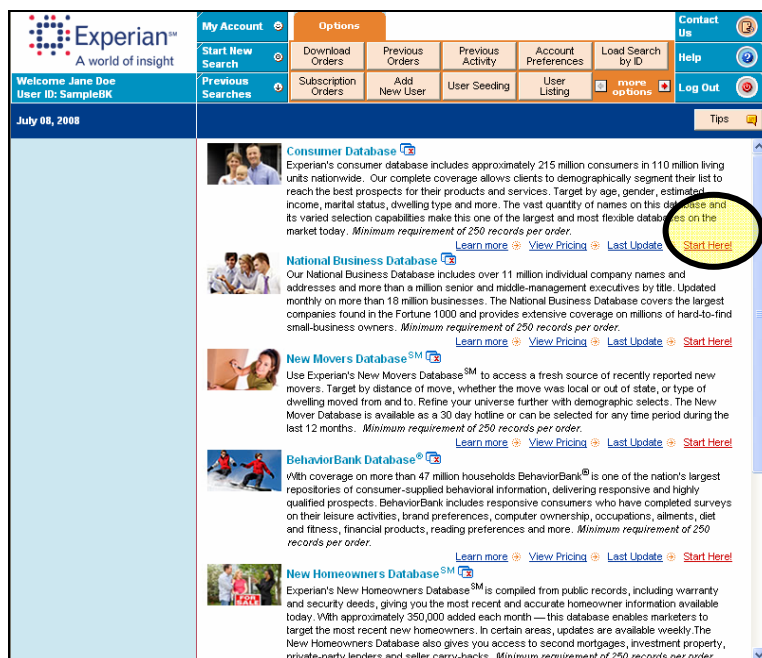
- Step 1:** Select a database
- Step 2:** Build your list
- Step 3:** Get a count total and price quote
- Step 4:** Place order
- Step 5:** Confirm and pay
- Step 6:** Download file



You can click on the **Tips** button located in the upper right corner at any time. This will open a window that contains hints and information specific to the screen that is currently displayed in the system. Please be sure to deactivate any pop-up blockers so you can view the Tips window.

Step 1: Select a database

Go to www.dataselectnetwork.com to logon. Once you are logged into the system, select the database you want to search and click the **Start Here** hyperlink.



The screenshot shows the Experian Data Select Network user interface. The top navigation bar includes 'My Account', 'Options', and 'Contact Us'. The 'Options' menu is expanded, showing links for 'Download Orders', 'Previous Orders', 'Previous Activity', 'Account Preferences', 'Load Search by ID', 'Subscription Orders', 'Add New User', 'User Seeding', 'User Listing', and 'more options'. The main content area displays several database options, each with a 'Start Here' button circled in yellow:

- Consumer Database:** Experian's consumer database includes approximately 215 million consumers in 110 million living units nationwide. Our complete coverage allows clients to demographically segment their list to reach the best prospects for their products and services. Target by age, gender, estimated income, marital status, dwelling type and more. The vast quantity of names on this database and its varied selection capabilities make this one of the largest and most flexible databases on the market today. *Minimum requirement of 250 records per order.* [Learn more](#) [View Pricing](#) [Last Update](#) [Start Here!](#)
- National Business Database:** Our National Business Database includes over 11 million individual company names and addresses and more than a million senior and middle-management executives by title. Updated monthly on more than 18 million businesses. The National Business Database covers the largest companies found in the Fortune 1000 and provides extensive coverage on millions of hard-to-find small-business owners. *Minimum requirement of 250 records per order.* [Learn more](#) [View Pricing](#) [Last Update](#) [Start Here!](#)
- New Movers DatabaseSM:** Use Experian's New Movers DatabaseSM to access a fresh source of recently reported new movers. Target by distance of move, whether the move was local or out of state, or type of dwelling moved from and to. Refine your universe further with demographic selects. The New Mover Database is available as a 30 day hotline or can be selected for any time period during the last 12 months. *Minimum requirement of 250 records per order.* [Learn more](#) [View Pricing](#) [Last Update](#) [Start Here!](#)
- BehaviorBank Database[®]:** With coverage on more than 47 million households BehaviorBank[®] is one of the nation's largest repositories of consumer-supplied behavioral information, delivering responsive and highly qualified prospects. BehaviorBank includes responsive consumers who have completed surveys on their leisure activities, brand preferences, computer ownership, occupations, ailments, diet and fitness, financial products, reading preferences and more. *Minimum requirement of 250 records per order.* [Learn more](#) [View Pricing](#) [Last Update](#) [Start Here!](#)
- New Homeowners DatabaseSM:** Experian's New Homeowners DatabaseSM is compiled from public records, including warranty and security deeds, giving you the most recent and accurate homeowner information available today. With approximately 350,000 added each month — this database enables marketers to target the most recent new homeowners. In certain areas, updates are available weekly. The New Homeowners Database also gives you access to second mortgages, investment property, private-party lenders and seller carry-backs. *Minimum requirement of 250 records per order.* [Learn more](#) [View Pricing](#) [Last Update](#) [Start Here!](#)

Step 2: Build your list

Select your list criteria. Use the orange **Geography**, **Selections** and **Mailing/Phone Options** tabs located at the top of the screen to move to each section.

Geography – Enter the geographical area you want to search.

- 1) The system will automatically start on the **Geography** tab.
- 2) Click the button that represents the type of geography you want to add. In this example, we clicked the **Radius** button.
- 3) Enter the appropriate information in the main task panel.

The screenshot shows the Experian interface with the **Geography** tab selected. The **Radius** button is highlighted with a yellow box labeled '2'. The main task panel is titled **Geographical Radius Selections** and contains the following steps:

- Step 1:** Choose miles or quantity. Radio buttons for **Miles** (selected) and **Quantity**.
- Step 2:** Choose centroid to use. Radio buttons for **ZIP** (selected), **ZIP + Carrier Route**, **ZIP + 4**, and **Latitude/Longitude**.
- Step 3:** Enter the data. Input field for **ZIP + 4** with the value **685213628** and a **Get ZIP+4** button. A **Miles/Qty** input field is also present.

Additional options include **Do not cross state lines** (checkbox) and a **Clear All** button. The left sidebar shows navigation options like **Database Selection**, **Geography**, **Selections**, **Mailing/Phone Options**, and **Suppression**.

Selections – Refine your list by adding additional selections.

- 1) Click the **Selections** tab.
- 2) Click the button that represents the type of selector you want to add to your list criteria. In this example, we clicked the **Demographics** button.
- 3) Click the hyperlink of the selector you want to add. In this example, we selected **Gender**.
- 4) Select the value(s), for this example we only want female records.

The screenshot shows the Experian interface with the **Selections** tab selected. The **Demographics** button is highlighted with a yellow box labeled '2'. The main task panel is titled **Demographics** and displays a list of selectors. The **Gender** selector is selected, and the **Female** option is chosen in the **Select Gender** dropdown. A yellow box labeled '4' points to the **Female** option.

The list of selectors includes:

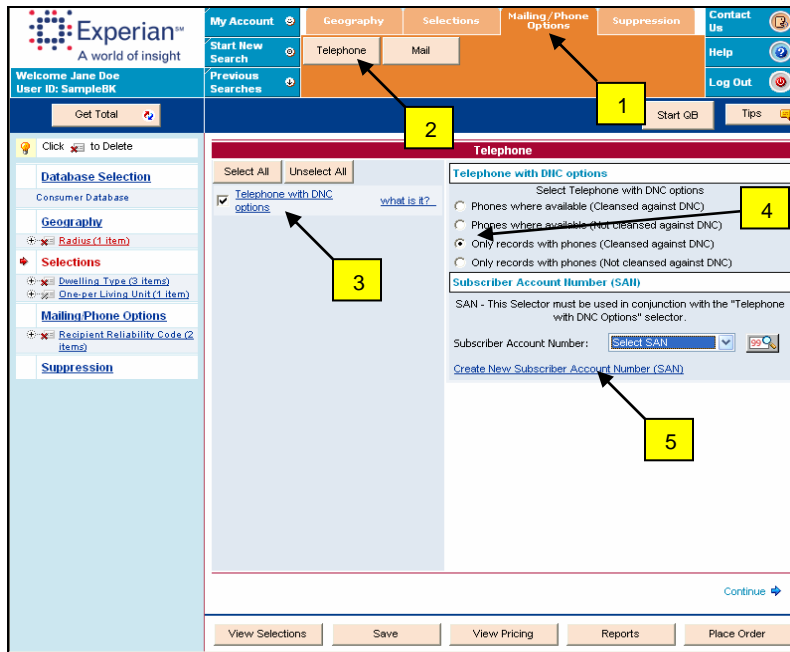
- Address Quality Indicator
- Age: Birth Date
- Age: Day of Birth (1-31)
- Age: Exact and Estimated
- Age: Month of Birth
- Age: Year of Birth
- Business Owner
- Dwelling Type
- Education
- Enhanced Estimated Household Income
- Estimated Household Income
- Ethnic: Country
- Ethnic: Ethnicity Detail
- Ethnic: Ethnicity Groups
- Ethnic: Language
- Ethnic: Religion
- Gender
- Home Business
- Homeowner/Renter
- Length of Residence
- Marital Status

The left sidebar shows navigation options like **Database Selection**, **Geography**, **Selections**, **Mailing/Phone Options**, and **Suppression**.

Mailing/Phone Options (optional) – Add telephones where available or select only records with telephone numbers.

- 1) Click the **Mailing/Phone Options** tab.
- 2) Click the **Telephone** button.
- 3) Click the *Telephone* hyperlink.
- 4) Select your preferred telephone value, for this example we only want records that have a telephone number.
- 5) Create a new SAN Form. Click the *Add New* hyperlink. This will open up the online SAN form. Enter your SAN information in the form and click the *Submit* button. Once you complete the SAN form, Experian will keep it on file until it expires. In the future, you will be able to select it from the drop down box.

As a service to our clients, Experian accesses the National Do Not Call registry on your behalf to suppress the "Do Not Call" phone numbers from your order. In order for Experian to do this, we must have your SAN on file.

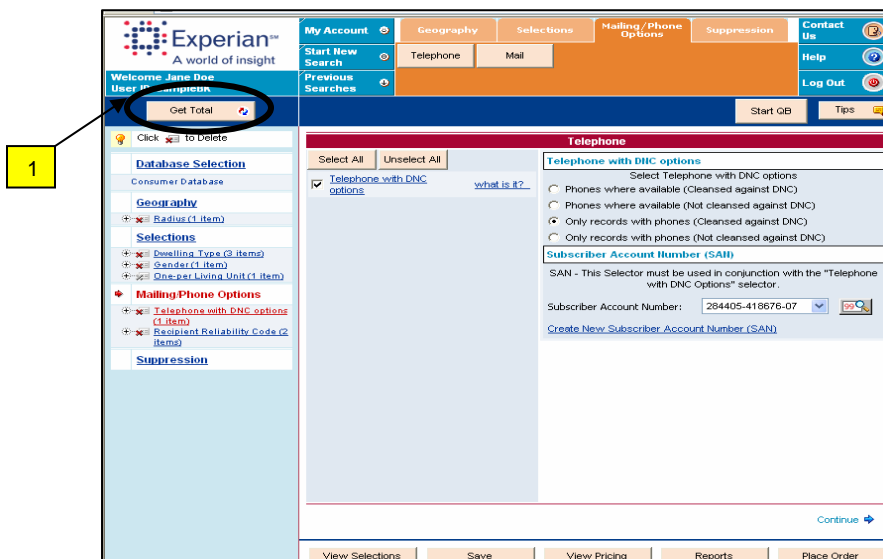


Step 3: Get a count total and price quote

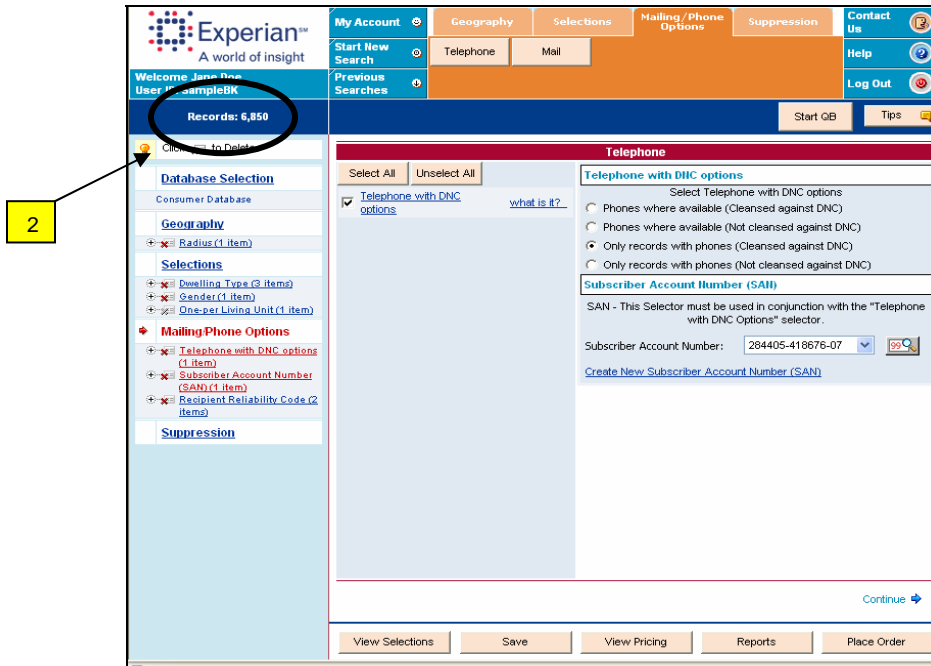
Now you are ready to get a count total and a price quote for the count you just built.

Get a count total –

- 1) Click the **Get Total** button.

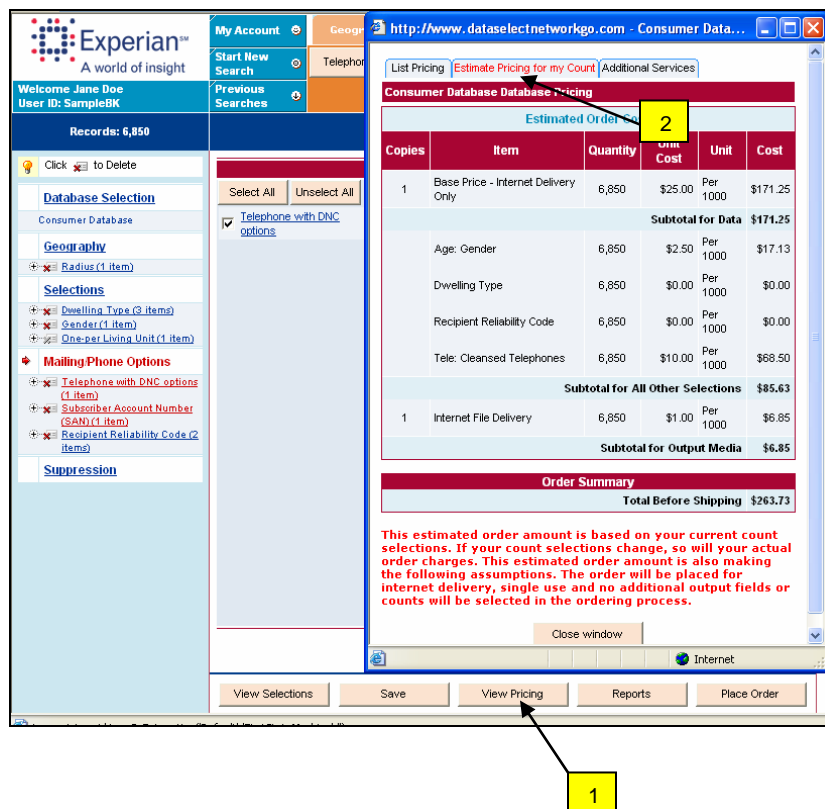


- The total number of prospects that meet your list criteria will be displayed. Now that you have a count total, you can get a price quote.



Get a price quote –

- Click the **View Pricing** button located at the bottom of the screen. This will open a window with two tabs. The first tab contains the list pricing for the database you are working in; the other contains the estimated price for the list you have created.
- Click the **Estimate Pricing for my count** tab. This will display your price quote.



Step 4: Place your order

- 1) Click on the **Place Order** button at the bottom of the screen.
- 2) Enter the required information and then click the *Continue* hyperlink.

This screenshot shows the 'Telephone' selection screen in the Experian interface. The left sidebar contains navigation options like 'Database Selection', 'Geography', 'Mailing/Phone Options', and 'Suppression'. The main area is titled 'Telephone' and includes sections for 'Telephone with DNC options', 'Subscriber Account Number (SAN)', and a 'Subscriber Account Number' field. A yellow box labeled '1' highlights the 'Place Order' button at the bottom right of the main content area.

This screenshot shows the 'Place Order' screen. It displays search results for 6,850 records and provides options for calculating price, postal presort, seeding, and data usage. A yellow box labeled '2' points to the 'Continue with Order' button at the bottom right of the main content area.

- 3) Select a file format that is compatible with the software program you will be using.
- 4) You can view and/or edit the file layout by clicking on the *Special Layout* hyperlink. This will open a new window where you can view and edit the layout. After you have made all edits, simply click the submit button, this will take you back to the file format screen.
- 5) Click the *Continue* hyperlink to move to the next screen. (If you are purchasing telephones, the next screen will display the SAN form you entered. Confirm by clicking the *Continue* hyperlink, this will move you to billing information screen.)
- 6) Review billing information and enter all required fields that are noted with a red asterisk.
- 7) Click on the *Continue* hyperlink.

This screenshot shows the 'Select Your Desired Format From Below' screen. It includes a note about the 'Special Layout' hyperlink and options for file format, letter case, and compression type. A yellow box labeled '3' points to the 'Internet Delivery' checkbox, '4' points to the 'Special Layout' link, and '5' points to the 'Continue' button at the bottom right.

This screenshot shows the 'Billing Information for this Order' screen. It displays a form for entering billing details, including address, sales person, and contact information. A yellow box labeled '6' points to the form fields, and '7' points to the 'Continue' button at the bottom right.

Step 5: Confirm and Pay

- 1) On the order summary screen, review the information you have entered and make any necessary changes.
- 2) Enter your payment information and accept the License Agreement.
- 3) Click on **Confirm** to submit your order for processing. An order confirmation will be sent to the email address you have specified.

You have just successfully completed building and ordering a list.

The screenshot displays the Experian user interface for order confirmation. At the top, there is a navigation bar with 'My Account' and 'Options' tabs. The 'Options' tab is active, showing links for 'Download Orders', 'Previous Orders', 'Previous Activity', 'Account Preferences', 'Load Search by ID', 'Subscription Orders', 'Add New User', 'User Seeding', 'User Listing', and 'more options'. The user is identified as Jane Doe (User ID: SampleBK) and the date is July 15, 2008.

The main content area is titled 'Order Summary' and shows a total of \$263.73. Below this is the 'Please Review Your Order Information' section, which includes 'Billing Address' and 'Shipping Address' details. A yellow box labeled '1' is positioned to the right of these sections. The 'Billing Address' section shows the client's name (Christine Frohlich) and contact information. The 'Shipping Address' section shows the delivery method (Internet Delivery) and a list of fields for address entry. A 'Change' button is located at the bottom of the shipping address section.

The 'Payment Information' section is below the shipping address. It offers options to 'Send invoice to Sample Client company' or 'Charge to Credit Card'. The credit card section includes fields for Card Type (set to Visa), Card Number, Expiration Date (set to 1/2008), and Card Security Code. A yellow box labeled '2' is positioned to the left of this section. Below the payment information is the 'Credit Card Billing Address' section, which includes fields for Street Address and Postal/Zip Code.

At the bottom of the page, there is a section for 'Your Order Confirmation will be sent to E-Mail Address' (Jane.Doe@experian.com) and an 'E-Mail blind copy of Order Confirmation to' field. Below this is the 'Please Read and Accept the Following License Agreement' section, which contains a scrollable text area with the license terms and an 'I Accept the License Agreement above' checkbox. A yellow box labeled '3' is positioned to the right of this section. At the very bottom, there are 'Save as Express Order Template' and 'Assign to Client/End user folder' options, followed by 'Cancel' and 'Confirm' buttons.

Step 6: Download your order

When your order has completed processing, you will be sent a notification email. Simply follow the directions in the email to download your order. Or, you can log onto Data Select Network, go to the **Options** tab and select the **Download Orders** button. This will display all the orders you have submitted that are ready for download.

[Click here](#) for detailed step-by-step instructions on downloading your order.

[Click here](#) to view other instructional documents for Data Select Network.