

## 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

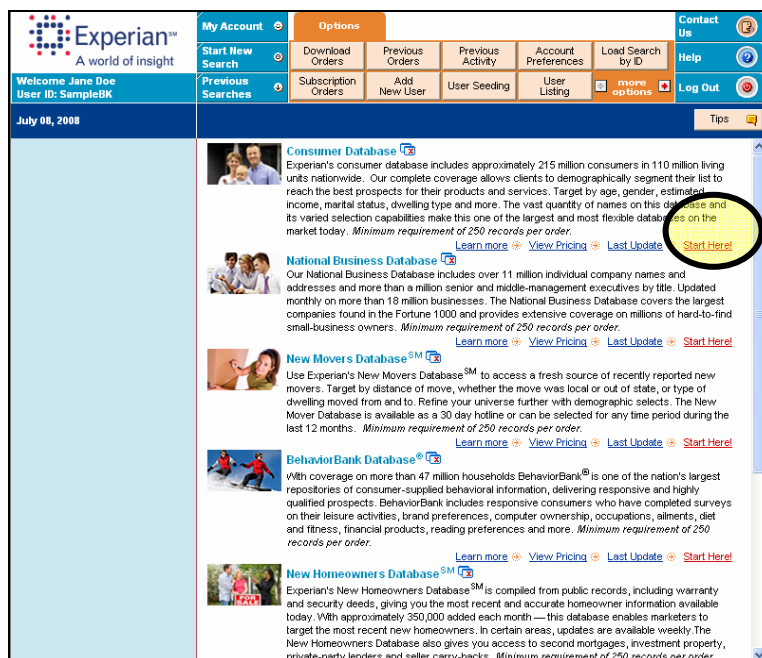
- Step 1:** Select a database
- Step 2:** Build your list
- Step 3:** Get a count total and price quote
- Step 4:** Place order
- Step 5:** Confirm and pay
- Step 6:** Download file



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](http://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 a list of databases with descriptions and 'Start Here' links. A yellow circle highlights the 'Start Here' link for the 'Consumer Database'.

Database Name	Description	Start Here Link
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. <i>Minimum requirement of 250 records per order.</i>	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. <i>Minimum requirement of 250 records per order.</i>	Start Here
New Movers Database <sup>SM</sup>	Use Experian's New Movers Database <sup>SM</sup> 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. <i>Minimum requirement of 250 records per order.</i>	Start Here
BehaviorBank Database <sup>®</sup>	With coverage on more than 47 million households BehaviorBank <sup>®</sup> 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. <i>Minimum requirement of 250 records per order.</i>	Start Here
New Homeowners Database <sup>SM</sup>	Experian's New Homeowners Database <sup>SM</sup> 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. <i>Minimum requirement of 250 records per order.</i>	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 top navigation bar includes **My Account**, **Geography**, **Selections**, **Mailing / Phone Options**, **Suppression**, and **Contact Us**. The **Geography** sub-menu is open, showing options like **ZIP Code/SCF**, **ZIP+4 Range**, **State**, **Multi-Radius**, and **Radius**. The **Radius** button is highlighted with a yellow box labeled '2'. Below the navigation bar, the **Geographical Radius Selections** form is displayed. It includes a 'Previous Searches' section with **Street Select** and **City** options. The main task panel contains instructions and a form with three steps: **Step 1** (Choose miles or quantity), **Step 2** (Choose centroid to use), and **Step 3** (Enter the data). A yellow box labeled '3' points to the main task panel area.

**Selections** – Refine your list by adding additional selections.

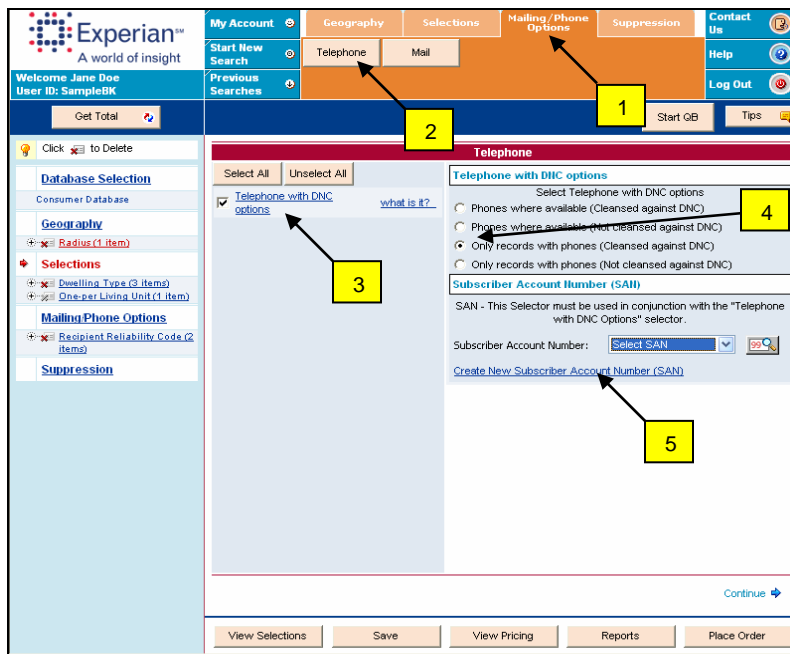
- 1) Click the **Selections** tab.
- 2) Click the button that represents the type of selector you want to add to your list criteria. In this example, we clicked the **Demographics** button.
- 3) Click the hyperlink of the selector you want to add. In this example, we selected **Gender**.
- 4) Select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

The screenshot shows the Experian interface with the **Selections** tab selected. The top navigation bar includes **My Account**, **Geography**, **Selections**, **Mailing / Phone Options**, **Suppression**, and **Contact Us**. The **Selections** sub-menu is open, showing options like **Census**, **Children**, **Demographics**, **Mail Order Responsive**, and **Mortgage/Home**. The **Demographics** button is highlighted with a yellow box labeled '2'. Below the navigation bar, the **Demographics** form is displayed. It includes a 'Previous Searches' section with **Property**, **Investment Information**, **Behavior/Brand Indicator**, and **Targeting** options. The main task panel contains a list of selectors and a 'Gender' selection dropdown. A yellow box labeled '1' points to the **Selections** tab, a yellow box labeled '3' points to the **Gender** selector, and a yellow box labeled '4' points to the **Female** checkbox.

**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.

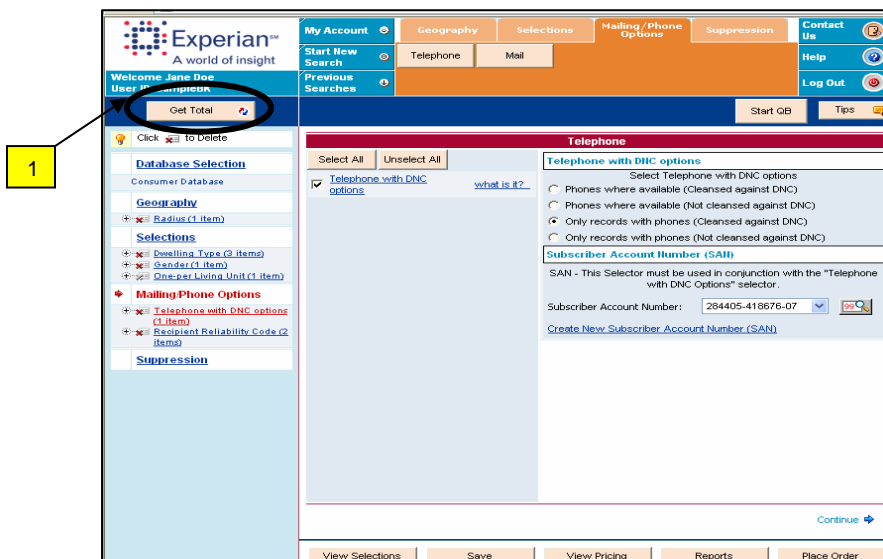


### **Step 3: Get a count total and price quote**

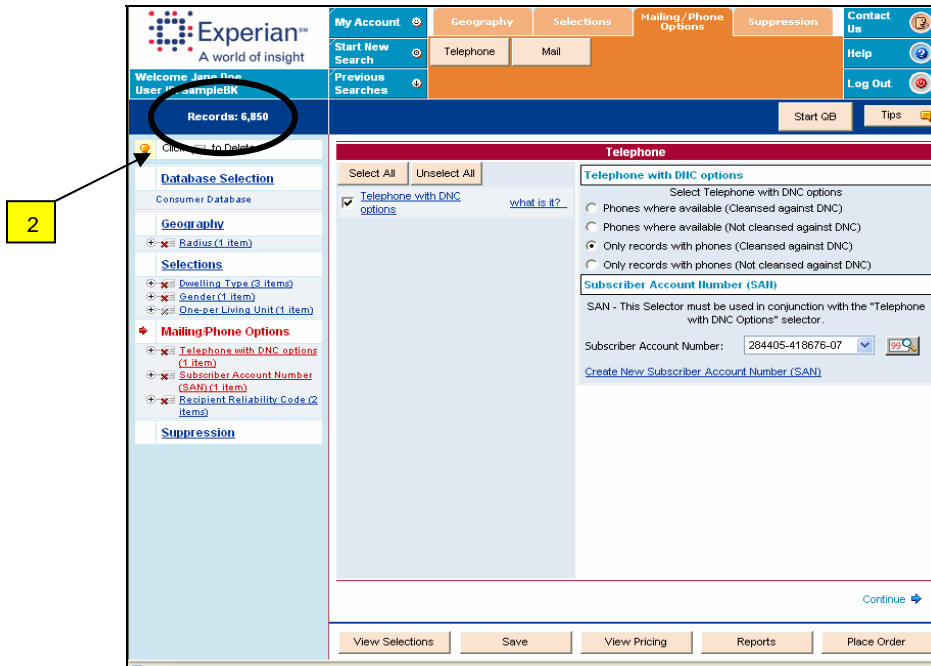
Now you are ready to get a count total and a price quote for the count you just built.

**Get a count total –**

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

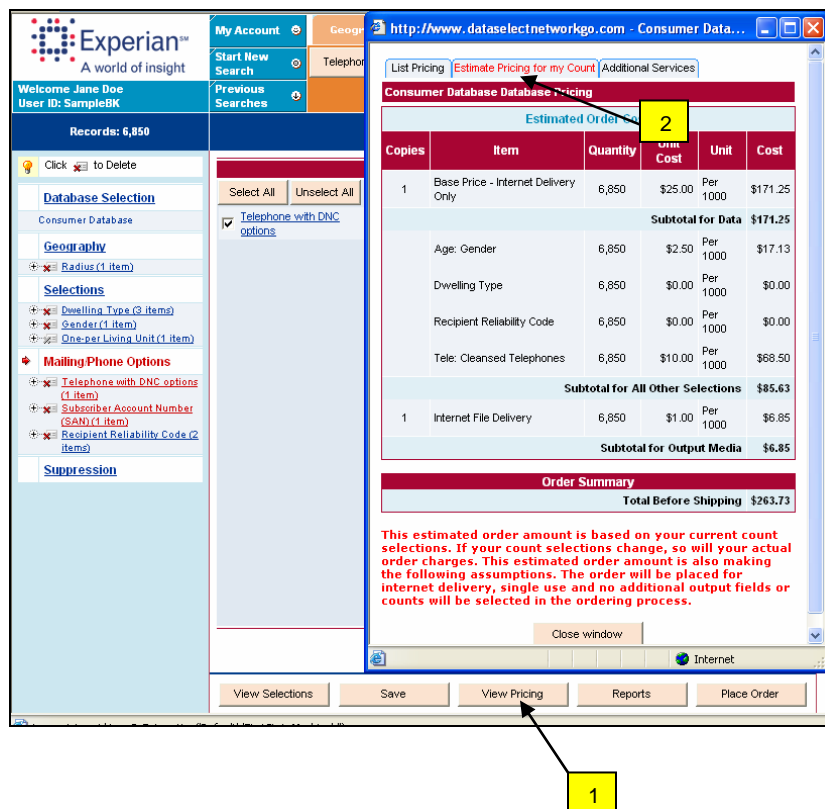


- The total number of prospects that meet your list criteria will be displayed. Now that you have a count total, you can get a price quote.



### 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 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.

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.

- 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.

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 buttons 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'. A 'Log Out' button is also present.

The main content area is titled 'Order Summary' and includes the following sections:

- Order Summary:** Total Before Shipping: \$263.73; Order Total with shipping (before tax): \$263.73. A link is provided to view the full invoice.
- Please Review Your Order Information:**
  - Billing Address:** Sample Client: Christine Frohlich, 949 West Bond, LINCOLN, NE, 68521, USA. Offer/Promotion: SampleBK-88 ECS 7/15/08. End User/Mailer: Test. Mail Date: 07/15/2008. Invoice Group: christine.frohlich@experian.com. Test.
  - Shipping Address:** Media output: Internet Delivery (Internet File Delivery).
  - Fields & Layout:** A detailed list of address fields including Name Prefix, First Name, Middle Name, Surname, Name Suffix, Primary Address, Secondary Address, Street Number, Street Pre-Directional, Street Name, Street Suffix, Street Post-Directional, Unit Designator, Unit Number, City, State, Zip, Zip+4, City Name, State Abbreviation, Zip Code, Zip+4 Code, Carrier Route, Delivery Point Barcode, FIPS State Code, FIPS County Code, Block/Tract, County Name, Recipient Reliability Code, Dwelling Type, Age, Gender, and Tele: Cleansed Telephones.
- Payment Information:**
  - Send invoice to Sample Client company (selected).
  - Charge to Credit Card (unselected).
  - Card Type: Visa. Card Number: [redacted]. Expiration Date: 1/2008. Card Security Code: [redacted].
  - Credit Card Billing Address: [redacted].
- Your Order Confirmation will be sent to E-Mail Address:** Jane.Doe@experian.com.
- E-Mail blind copy of Order Confirmation to:** [redacted].
- Please Read and Accept the Following License Agreement:** A scrollable text area containing the 'EXPERIAN ONLINE DATA LICENSE TERMS AND CONDITIONS'. Below it is a checkbox labeled 'I Accept the License Agreement above' which is checked.
- Save as Express Order Template:** [redacted].
- Make available to:** SampleBK only (selected).
- Assign to Client/End user folder:** Client/End user folder: None. Create new Client/End user folder: [redacted].

At the bottom right, there are 'Cancel' and 'Confirm' buttons. A yellow box labeled '3' highlights the 'Confirm' button.

## 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.