

## Comprehensive Business Tools

DynabaseB2B™ provides a new level of business insight to help marketers more accurately segment and target small businesses. Featuring the most extensive coverage available, Dynabase provides unmatched intelligence.

## Powerful Core Database

AIQ marries decades of modeling experience and our powerful core database, featuring:

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

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

## Extensive Small Business Coverage

Dynabase 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

To boost the power of Dynabase, we offer a broad range of business tools to meet your specific marketing needs:

- ResponseIQ B2B™: Generic response tool
- Delineate B2B™: Business segmentation system
- Archetype™: SIC-code segmentation system
- RiskIQ B2B™: Small business credit risk score
- VectorIQ: Suite of economic models



***DynabaseB2B has more data and better coverage.***

**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
<b>Archetype</b> <sup>TM</sup> SIC Segmentation System
<b>RiskIQ_BB</b> <sup>TM</sup> : Small Business Risk Score
<b>ResponseIQ_BB</b> <sup>TM</sup> : B-to-B Response Model
<b>Delineate_BB</b> <sup>TM</sup> : Small Business Segmentation System
<b>Principal-IQ</b> : Ethnic Code
<b>Principal-IQ</b> : Net Worth
<b>Principal-IQ</b> : Income
Principal Gender
Principal Title
Principal Title Type (Executive, Management, Tactical)
Vector-IQ Econometric Data: Bankruptcy
Vector-IQ Econometric Data: Retail Sales
Vector-IQ Econometric Data: Unemployment
Vector-IQ Econometric Data: Home Prices
Vector-IQ Econometric Data: Housing Starts
Vector-IQ Econometric Data: Household Income
Vector-IQ Econometric Data: Bank Deposits