B2B DATA EVOLUTION: HOW THE EQUIFAX APPROACH SUPPORTS SMARTER BUSINESS DECISIONS
Now, the focus is on precision. Transforming from high quantity data to high quality, precise insights backed by advanced analytics enables your organization to make smart business decisions – and this is where Equifax excels. We partner with you to make sense of it all and deliver the actionable answers you need.

Equifax has redefined the B2B data landscape with our ability to identify the active population, verify business identities, and add rich insights about ownership, relationships, propensity to buy, creditworthiness and behavior.

GONE ARE THE DAYS OF THE "DATA DUMP."
EQUIFAX DELIVERS THE RIGHT DATA FOR YOUR TEAM

Access to millions of active, verified business identities and enriched business profiles gives your teams the tools they need to solve key challenges:
THE SALES & MARKETING GENIUS

**CHALLENGES:** Pinpoint market opportunities, understand spending patterns, target with precision, maximize ROI and drive revenue growth.

**15M+ ACTIVE, VERIFIED BUSINESSES & 775+ MARKETING ATTRIBUTES**
Active, “marketable” businesses layered with insights about owners, assets, employees and social behavior enables you to reach new B2B prospects now and expand customer relationships.

THE CREDIT & FINANCE GURU

**CHALLENGES:** Identify emerging risk trends, fight fraud, manage credit and lending risk, understand payment histories and minimize charge-offs.

**121M+ ACTIVE TRADELINES & 1,600+ CREDIT ATTRIBUTES**
Verified business identities enriched with deep trade data, principal details, legal entities and affiliate linkages enable you to strike the right balance between risk and reward.

THE DATA & ANALYTICS PRO

**CHALLENGES:** Gain deeper intelligence about the marketplace, emerging trends, customer behavior and risk to support your organization.

**26M+ BUSINESS IDENTITIES & BILLIONS OF “BIG DATA” DETAILS**
Millions of business and consumer attributes from Equifax, combined with our analytical interpretation of the vast data across B2B networks, enables you to provide data-driven insights that fuel strategic decisions across your organization.
EQUIFAX STARTS WITH A VERIFIED BUSINESS IDENTITY...

When your firm decides whether to engage with a business, one of the first vital questions is: Are you dealing with a legitimate business?

Equifax has an unrivaled ability to answer this question. We have identified and validated more than 15 million active businesses – going the extra mile to verify these firms as active and legitimate.
Smart business decisions also depend on many other data-driven insights. Equifax’s enriched, multi-layered business profiles empower your enterprise to:

**TRUST THE BUSINESS DATA YOU RECEIVE.** Our data comes from trusted third-party sources – not “self-reported” – and for millions of businesses, we’ve verified it.

**DEAL CONFIDENTLY WITH SMBs.** As a pioneer and leader in SMB data, no one else matches Equifax’s capabilities in this segment - specifically for those businesses with annual revenue below $20M.

**KNOW THE PERSON BEHIND THE BUSINESS.** Business owner data is especially important for assessing the history and stability of SMBs. We have an unrivaled ability to deliver a 360-degree view of the owner.

**LINK BUSINESSES TO OTHER BUSINESSES.** A firm’s relationships to other businesses, owners and guarantors are vital to assessing risk and uncovering opportunities. Our proprietary EFX ID® and EFX Link™ solutions give you this insight.

**UNDERSTAND A COMPANY’S FINANCIAL ACTIVITY.** Our detailed trade data from banks, suppliers and service providers shines a light on a business’ payment history, and supports better lending and credit decisions.

**UNDERSTAND A FIRM’S ASSETS AND FINANCIAL RATIO METRICS.** With our data depth on SMBs, we can provide you information on a firm’s invested assets and financial capacity for improved targeting and marketing.

**TAKE ADVANTAGE OF BIG DATA.** B2B social networks can deliver valuable insights for selling and marketing to firms of all sizes. Equifax uses advanced analytics to interpret these vast data sources so you can take action.
Business data is easy to find – but it often fails to deliver true business value. **Precise business data** is a rare and valuable commodity that can give your enterprise a competitive advantage.

The Equifax approach supports the B2B data evolution and delivers this advantage. Equifax gives your firm the right data, from the right set of trusted sources, to make informed sales, marketing, credit, risk and analytical decisions.

Contact Equifax Commercial Information Solutions today to learn how our verified business identities and deep, rich business insights can benefit your company. Call 1-877-957-4191 or visit [www.equifax.com/commercial](http://www.equifax.com/commercial).