



Improve your B2B marketing efforts

Nielsen Business Data overview

Better B2B marketing requires better market research. Nielsen offers a suite of seamless B2B marketing tools that enable companies to identify, segment, quantify, locate and target their most important customers and prospects.

Accurate, comprehensive data

Nielsen partners with a variety of third party data sources to obtain databases with detailed business information—from U.S. companies to shipping centers and bank branches.

Our business information solutions include:

Nielsen ATM Locations

Nielsen provides a comprehensive list of ATM Locations that includes total number of ATMs by banking institution and location type. The wealth of business data provided by the ATM Location database will enable you to:

- Examine ATM locations against other activity generators
- Search on a bank name to identify their network versus the competition
- Compare the demographics and market segments, such as "Heavy ATM Users", within the trade area to the network of the ATMs
- Identify pockets of opportunity for future ATM placement
- Ensure that your brand is reaching the best customers and prospects through effective ATM placement
- Enhance channel marketing by selecting ATMs for feature upgrades and personalization to increase customer satisfaction

Nielsen utilizes a proprietary dataset of ATM locations and applies this comprehensive business data into spatial applications and network optimization models to provide the information you need to identify ATM locations in the geographic areas you choose.

Nielsen Bank Branch

The Nielsen Bank Branch database contains a wealth of business data about the nation's bank branch system including the name, address and total deposits for all bank branches, as well as the branch parent and holding company.

Using Bank Branch data, Nielsen creates geographic summaries at most levels of geography to identify:

- How many bank branches are in a specified ZIP Code
- How many bank deposits occur in the defined ZIP Code
- How to rank against your competition in specified trade areas or major market areas

The Bank Branch data can be easily incorporated into both mapping and reporting applications. The Bank Branch database is a useful business data tool for a number of applications including:

- Detailed competitive analysis
- Branch site evaluation
- Merchandising at the branch level



- Mergers and acquisitions
- Strategic planning
- Resource allocation
- Alternate delivery systems planning

Nielsen Business-Facts

The Nielsen Business-Facts database is the nation's most comprehensive business demographics database of U.S. business and employee counts. It contains firmographic data for over 13 million business locations including critical information such as contact names, locations, addresses, number of employees, annual sales, SIC and NAICS industry classification codes and many others.

The Nielsen Business-Facts database is packaged several ways and is ideal for a variety of B2B marketing uses, including small business development. To ensure accuracy, this business demographics database is updated and published monthly.

Business-Facts® enables you to:

- Profile the business composition for any market area
- Identify who your competitors are in each market by size and location
- Quantify existing suppliers of various products and services
- Target commercial buyers for your products and services
- Understand the daytime or workplace population for your trade areas
- Enhance your small business development with detailed business demographics data

Shopping Centers

Nielsen Shopping Center data enables you to identify shopping centers and tenant-level information to perform market and/or site analysis.

Shopping Center data includes:

- Tenants within shopping centers
- Type and size
- Geographic location
- Leasable area
- Parking spaces available
- Attached and detached shopping centers
- Mixed-use shopping centers
- Office buildings

Shopping Center data can be enhanced with Nielsen data analysis and geographic coding to provide a comprehensive listing of shopping centers for any area in the U.S. Our Shopping Center data empowers customers to conduct marketing and spatial analysis by partnering with a leader in real estate information services to obtain a detailed dataset of shopping statistics, shopping center and tenant-level information.

Workplace, Business and Employment

Nielsen Workplace Business and Employment data provides insight into the "work here" population versus the "live here" population. The data population consists of a selected geographic area and the population that works inside the selected area. This allows you to differentiate between the number of permanent residents in an area compared to those who commute to the area for work purposes.

Workplace population is a valuable tool for performing marketing applications across a range of industries, such as:

- Locating ATM sites for banks
- Placement of single-copy outlets for newspapers and magazines
- Finding sites and drawing traffic for retailers
- Creating merchandising and marketing strategies for retailers

Data for the number of private business locations in the specified area and the average number of employees for those businesses by category are included, as well as:

- Distribution of employees among major industries by SIC Code
- Total businesses
- Workplace, business and employment ("work here")
- Residential population ("live here")

Passion for precision

Nielsen is the preferred choice of Fortune 500 companies who wish to optimize their customer targeting, media strategies and site analysis decisions. Combining the most passionate team of industry experts with world-class data, software and services, we deliver solutions that help you identify both 'who' and 'where' your best customers and prospects are—with precision.

Superior client service and support

Nielsen is recognized for its broad range of superior client service offerings. We partner with you to deliver exceptional consultative client service and support that includes dedicated account teams, technical support, training and industry and subject matter experts in segmentation, demographics, direct marketing, consumer research and analytics.

For more information, contact your Nielsen representative at 800-234-5973 or visit www.nielsen.com.