

# B2B Researcher

Reveal your best business opportunities



To meet the demands of marketing research, Experian has introduced B2B Researcher. Specifically developed for marketing, it gives you unrivalled access to high quality data on limited and non-limited companies and in-depth marketing information and business analysis tools to enable you to identify your most profitable customers.

Use B2B Researcher, and you'll have the business intelligence you need to build strategy and deliver the very best results for your business at your fingertips. As well as enabling you to assess the financial stability of a company, you can conduct competitive intelligence and analyse precisely defined areas and segments.

Updated daily, you'll be able to access all our fully integrated databases online, instantly. Giving you flexibility and the ability to make the data work for you immediately.



B2B Researcher utilises our National Business Database which uniquely combines Thomson, Yellow Pages and other key data sources, making it the most comprehensive business database available. The information it provides is accurate, verified and up-to-date for complete reliability. And our revolutionary search mechanism, which employs more than 400 search criteria, allows you to cherry pick the modules that are relevant to you and create bespoke reports, searches, listings and analysis tables.

#### **Keep track of usage**

We've included both summary and detailed reporting as standard. And with Project Code and Cross-Charge References, you can quickly and confidently recover and reconcile fees passed on to your customers.

#### **Business intelligence that sets us apart from the competition**

Experian expertise, understanding and knowledge of what's essential to run your business, combined with the business data you need to make decisions, enables you to maximise your marketing budgets.

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**“Experian’s Corporate Researcher provides excellent background information on businesses across the South West, and the flexible mining has enabled us to accurately identify clusters of businesses where our services can really add value.”\***

**Mark West,  
Research Manager,  
Business Link Devon &  
Cornwall**

\* Customer experiences are based on Corporate Researcher, the earlier version of B2B Researcher

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### Who will benefit most from B2B Researcher?

#### Sales:

- Target prospects, download leads and carry out research prior to making a sales call.
- With detailed insight, the sales team will find making sales quicker and easier.

#### Marketing:

- Gain an understanding of your market more easily
- Download in-depth information on your prospects helps reduce acquisition costs.

#### Business development:

- Identify business opportunities
- Our up-to-date company and executive information will quickly point you towards the most profitable customers and partners for your business.

#### Information professionals:

- Gain in-depth insight into companies, key executives and industries
- Access the data you need quickly and easily.

### The National Business Database

The most comprehensive business database available, the NBD gives you access to comprehensive data, including granular financial accounts, on more than 5 million UK limited and non-limited businesses. Using it allows you to identify ownership structure, assess financial stability, conduct competitive intelligence and analyse precisely defined markets, geographic areas and segments. And the data can be saved, printed, emailed and exported to suit your requirements.

### Features and benefits unique to B2B Researcher

Specially designed to meet the needs of marketers, B2B Researcher includes modules tailored to marketing research and marketing activity.

#### Non-limited business information from the National Business Database (NBD)

This extends the current corporate analytics service to cover all known non-limited businesses as well.

#### Limited and non-limited business location information

Access to fresh, validated business location information enables targeted campaigns to be developed.

#### Comprehensive coverage of contact names and associated telephone numbers including named decision makers.

Enables marketing messages to reach the right person in the business being targeted.

#### Access to data that is safe to contact for marketing purposes by mail, phone or fax.

Confidence that the data is accurate and safe for marketing purposes.

#### Records flagged on the preference service can be suppressed.

Enables you to comply with current legislation.

#### Allows the uploading of unique identification numbers from matched client files.

Enabling you to drill into the marketing data for matched Unique Reference Numbers and save them for future reference. You can also include these numbers in selection criteria for searches or suppress them from search results.

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**“Having used Experian’s Corporate Researcher product for the past three years, I have found the online database extremely user friendly and the search functionality the product provides is excellent. Any queries I have are always dealt with in an efficient and professional manner by the highly capable client managers.”\***

**Emma Green,  
Financial Researcher  
Target Corporate Finance**

\* Customer experiences are based on Corporate Researcher, the earlier version of B2B Researcher

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**Search for small businesses by using Small Office Home Office (SoHo) as a selection term**

Gives you an exclusive way of searching for businesses with 5 employees or fewer and with one trading location.

Thomson and Yellow Pages industry codes now included as selection criteria alongside SIC.

You can choose the method of searching that suits you.

Data that's not publicly available is replaced by Experian modelled data. Provides you with coverage of data not available to other suppliers, allowing businesses that would normally be excluded, to be added to selections.

Selection criteria includes geography, industry, employees, turnover and other firmographic elements associated with NBD.

More business indicators allow more specific segmentation.

**B2B Researcher gives you access to comprehensive, detailed information including:**

- 5 year financials, P&L (60 items) including EBIT, EBITA & EBITDA, balance sheet (77 items), cash flow (14 items) and ratios (25 items)
- Detailed mergers and acquisitions
- Director and shareholder details –current and previous
- Mortgages and charges
- County Court Judgements
- Document filings
- Principle activity descriptions and SIC codes
- Check key company details including registered and trading addresses with telephone numbers
- Verify legal, corporate, trading and quoted status
- Corporate trees
- Mergers and Acquisitions information

- Automatic peer listings
- Estimates of key financial items when not publicly filed
- Company URLs
- Auditors and bankers
- Records of over 28 different types of corporate transactions
- Direct access to PDF images of original Companies House documents

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**Find out more about how B2B Researcher can maximise your marketing budgets, contact your Experian Account Manager or call 08700 12 11 11 or email: [business2business@uk.experian.com](mailto:business2business@uk.experian.com) quoting B2B Researcher.**

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