



TEDC Business Basics

Business Data with Comprehensive Coverage

Business Basics prospecting lists provide B2B marketers a cost effective resource to achieve maximum penetration into core markets.

The most popular B2B markets are represented through a segmentation process that utilizes Industry, Company Size, Sales Volume, Job Title and Function of key decision makers and various trend and response estimators. Leading compiled sources are incorporated into segments based on an evaluation of inherent strengths and weaknesses relevant to the particular segment.

Industry coverage includes Manufacturing, Wholesale and Retail Sales, Banking and Finance, Business and Residential Services, Real Estate, Insurance, and Healthcare. Company Sizes range from Small and Home Based Business Owners to Mid-Sized Companies to Corporate America and Fortune 1000 Firms.

Job Functions focus on Small Business Owners, C-Level Executives, Sales & Marketing, Finance, Human Resources, Information Technology, and Office and Plant Management.

Over 60 Million Business Contacts at 18 Million Companies

Small Business Decision Makers	4,767,178
Mid-Sized Company Executives	3,615,301
Sales & Marketing Executives	845,998
C-Level Executives	5,064,036
Female Top Executives	2,104,210
IT/MIS Professionals	650,245
Finance Professionals	1,012,728
HR, Personnel and Office Management	1,854,698
Years in Business	15,361,293
SOHO and Home Based Businesses	12,117,948
Sole Proprietors	4,251,874
Female Business Owners	2,040,107
Professionals, Tradesmen and Execs at Home	12,452,485

To allow for deeper penetration and segmentation within each business: Business Basics is adding New Sources Monthly for additional contacts in top job functions and titles.

E-mail now available on 25% of Business Basics

