



# From Insights to Action

Explore how B2B and B2C Data from Data Axle USA Reseller can drive your business forward

## Who We Are

For over 50 years, Data Axle USA's Reseller and Agency program has been a trusted provider of business and consumer information in the United States and Canada. Our Reseller program is specifically designed to help data resellers enhance their services by offering their customers accurate, targeted data and valuable insights.

We take pride in providing our resellers with expectational customer support, competitive pricing, and quick turnaround times. With an average tenure of over 20 years, our team has the experience and expertise to help your business success.

Our Reseller & Agency Program offers flexible pricing models to help you grow your business and strengthen your brand. Let us help you take advantage of the latest data solutions and technologies to stay ahead of the competition.

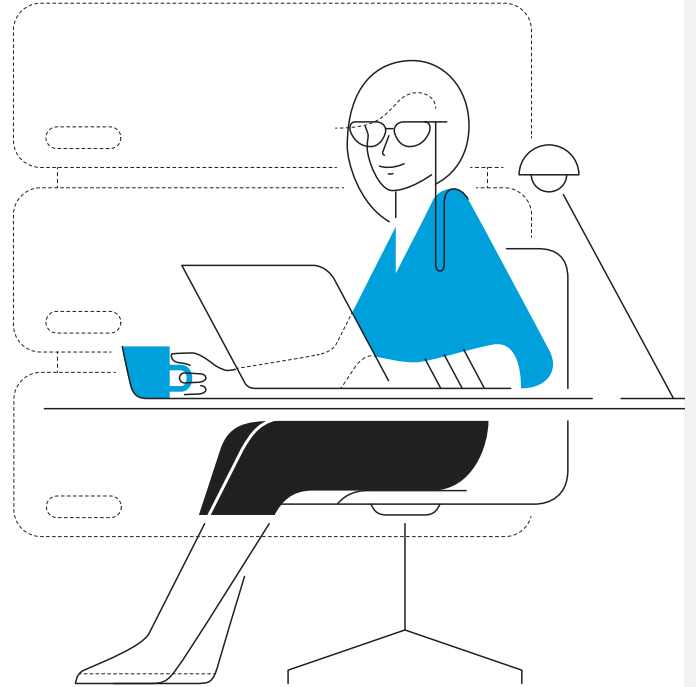


# Our Data

## Business Data

In today's competitive business landscape, having access to high-quality B2B data is critical for companies to succeed. At Data Axle USA, we understand the importance of providing your clients with accurate and comprehensive information on millions of businesses across various industries.

Our business database includes 100's of demographics; some of the most popular selects include industry, contact information, employee size, revenue data, years in business. These enable your clients to better define their target market, stay ahead of the competition, and identify new growth opportunities. Whether your clients are looking to improve customer engagement, optimize their marketing and sales strategies, or boost their overall profitability, our customizable solutions can meet their unique needs.



## Did you know, that 99% of the businesses in the United States are small businesses\*?

Reaching these businesses is paramount to the success of businesses everywhere and Data Axle USA offers a higher degree of coverage than other providers when it comes to SMB data.

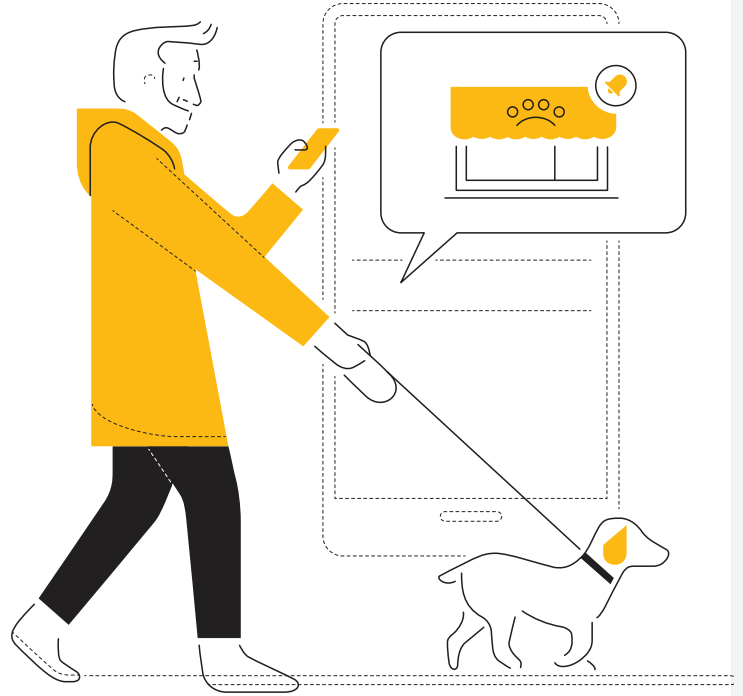
Investing in B2B data quality is no longer optional for businesses that want to remain competitive and profitable. By partnering with Data Axle USA, you and your clients can benefit from our expertise and our commitment to providing **reliable and up-to-date information**. Let us help your clients take their business to the next level!



## Consumer Data

Data Axle USA's consumer database offers over 275 million contacts. Our best-in-class consumer data provides detailed demographic information, lifestyle data, and more.

By utilizing our consumer database, your clients can create effective customer segmentation strategies and target prospects with greater accuracy. With access to comprehensive and up-to-date data, businesses can make informed decisions about their marketing and sales strategies, leading to increased revenue and improved customer engagement.



**With 1 out of 10 Americans moving every year, keeping consumer information up to date can be challenging.**

That's why our consumer database is regularly updated and maintained to ensure the highest quality data. Staying ahead of the curve in today's economy means having access to detailed consumer information and valuable demographic insights. Without it, businesses may be at risk of being left behind by their more informed competitors.

By partnering with Data Axle USA, you can provide your clients with the necessary tools to reach their target audience and **drive business growth**.



## Solutions from Start to Send

We recognize you offer a range of products and services to support your clients. Data Axle USA Reseller provides end-to-end data-driven solutions to supplement your high-quality services for ultimate client satisfaction. When it comes to unique demands, we've got you covered with a variety of solutions.

### Specialty Data

When a project calls for a highly targeted, specific, or uncommon audience, we have you covered. A few common requests are automotive, international data cell phones are available.

### Data Enhancement, AOP & Hygiene

These services ensure that your clients customers' files are up-to-date, accurate, complete, and ready to use.

### Display Ads

Utilize cross-channel touchpoints for the perfect complement to any direct mail campaign and help to bolster response rates.

### CTV

Connected TV (CTV) has become an increasingly popular channel to reach new customers because of its ability to reach a highly engaged audience with personalized, targeted ads.

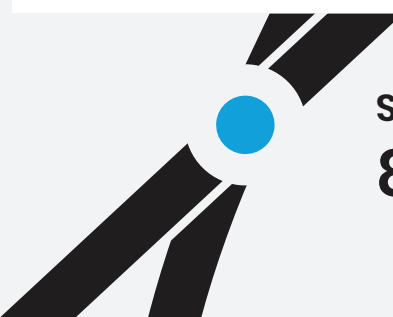


## Get Started with Us Today

We understand that you have many options when it comes to choosing a data provider, which is why Data Axle USA Reseller is committed to showing you how our data and services can be the key to your success. We also understand that every business is unique, which is why we offer customizable solutions that meet the specific needs of our clients.

Our team is dedicated to helping you and your clients succeed by providing you with exceptional service, competitive pricing, and a variety of services to fit all needs. With over 50 years of industry experience and an average customer tenure of over 10 years, we have built a reputation for delivering reliable and accurate data that businesses can trust.

At Data Axle USA Reseller, we believe that our success is tied to the success of our clients. That's why we are committed to delivering the insights and expertise you need to make informed decisions and drive growth. Partner with us today and experience the difference our data and services can make for your business.



**Start your customized solution today.**  
**888.757.4651**