

The Benefits for Business Marketers:

- Focus campaigns to reach businesses most likely to use your service or product
- Reach new businesses while they are primed for your offer
- Save time, money and effort by contacting decision-makers and/or influential executives
- Send specialty offers to accountants, lawyers, realtors, doctors and more
- Market cleaning services to owner-occupied businesses
- Use headquarter information to send insurance offers to the right location

Reach highly marketable business segments more effectively

Reach your customer base and establish lasting relationships with businesses through powerful business database marketing and B-to-B targeted solutions. Business data from Manhattan Mailers gives you the most comprehensive, marketable information available and access to more than 12 million business records.

Manhattan Mailers business and professional lists are compiled and updated monthly from a number of sources, including Yellow Page directories, business credit reports, annual reports, business and industry directories and phone verification.

The right message for the right audience

Tailor your marketing efforts by locating those businesses most likely to respond to your offer. Use specialty data, such as location type (for example, headquarters or branch office), number of employees, sales volume, credit rating and more for specific offers. Or use standard geographic and business information to help you narrow your target market, save money and increase response.

Business lists can provide everything from contact names, titles, business addresses and phone numbers, as well as highly marketable data, such as business ownership characteristics (minority-owned, home-based or women-owned), industry classifications, decision-maker information and more.

Selections and database options include:

- Business Type
- Fax Number
- Web Address
- Sales Volume
- Legal Status
- Credit Rating
- Year Established
- Ethnic Ownership
- Female Ownership
- Years in Business
- Home-Based Business
- Public/Private Indicator
- Number of Employees
- Professional Specialty
- Franchise/Branch Affiliation
- Square Footage of Building
- Owner-Occupied Buildings
- Primary and Secondary SIC Codes
- Decision Maker/Contact Name
- Contacts by Job Function and Title
- Name of Owner, CEO or other Top Management

Put our knowledge to work for you!

Don't know exactly what will work best for you? Talk to us. Let your Manhattan Mailers representative help you refine your campaign selections, match the right data to your needs and help you achieve maximum results.

Contact us at 586.786.6100 TODAY to learn more about using business data to drive more customers!

Manhattan Mailers

51132 Milano Dr
Macomb, MI 48042-4018
586.786.6100
Fax 586.786.6137
terryd@manhattanmailers.com
www.manhattanmailers.com

identify
capture
RETAIN-GROW

MANHATTAN
printers & mailers
direct mail communications