



Create a Profile of Your Best Business Customers

Increase your marketing power by adding valuable demographic information to your Business-to-Business (B2B) database. Melissa Data's enhanced data provides the information you need to optimize omnichannel B2B marketing efforts.

Business Enhancement Bundle

Increase Your Knowledge of Current Customers to Better Target New Prospects

Business-to-Business marketing success depends on having as much information as possible about your business prospects. Every business is unique, with different needs and different problems, and the key to increasing response rates is to speak to the specific needs of each company. Melissa Data's Business Enhancement Bundle includes contact name and title, the employee size range, the sales volume range, along with SIC and NAICS codes.

Business Enhancement Services Pricing:

Records Processed	Price per/K Appended	The minimum order per file is \$250.00. There are no electronic transfer fees and no additional charges. Standard Turnaround is 1 business day or less.
Contact Name & Title	\$32.00	
Employee Size Range	\$60.00	
Sales Volume Range	\$60.00	

NAICS Pricing:

Records Processed	Price per/K Appended	The minimum order per file is \$500.00 with no service fee. Normal turnaround is next business day.
Up to 100,000	\$69.00	
100,000 – 500,000	\$65.00	
500,000 – 1 Million	\$58.00	
1 Million +	\$49.00	

SIC Pricing:

Records Processed	Price per/K Appended	The minimum order per file is \$250.00. There are no electronic transfer fees and no additional charges. Standard Turnaround is 1 business day or less.
Up to 100,000	\$65.00	
100,000 – 500,000	\$60.00	
500,000 – 1 Million	\$55.00	
1 Million +	\$45.00	

What Are SIC & NAICS Codes?

Both Standard Industrial Classification (SIC) and North American Industrial Classification System (NAICS) codes identify a firm's primary business activity. NAICS codes provide a greater level of detail about a firm's activity than SIC codes.

NAICS includes 1,170 industries and SIC includes 1,004. There are 358 new industries in NAICS. The United States, Canada and Mexico use NAICS for their industry classifications.

Benefits:

- Increase sales with improved lead quality
- Target your best prospects
- Personalize your messages for greater response rates

Features:

- Access detailed info on 12 million businesses
- A la carte or bundled for discount pricing
- Additional enhancements available

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