

infoUSA[®]

Sales Solutions

For over 31 years, infoUSA Inc. (NASDAQ: IUSA) has been compiling databases of people and businesses. As reported by "60 Minutes II," infoUSA is the biggest database company. infoUSA has a complete database of 14 million businesses, 220 million consumers, 13 million executives/professionals and weekly leads of 50,000 brand new businesses, 100,000 new homeowners and 300,000 new movers.



Every salesperson and every business owner needs sales leads to beat the slow economy and grow sales.

VIN GUPTA, FOUNDER AND CEO

Businesses typically find that it is more cost effective to buy the sales leads than to constantly hound employees to prospect. Mark Hubbell, Account Executive at Priority One Financial Services, Inc. stated, "Since using infoUSA information for lead gathering, cold calling has been easier for the sales team at Priority One Financial Services. The information provided is accurate and allows us to quickly contact the decision maker to get an answer, rather than waste time going up the chain of command. The sales team has recently opened many accounts that Priority One Financial Services would never have found without the information provided by infoUSA."

Although the company was founded on sales leads - it offers complete data processing and database marketing services. Over the years, infoUSA has acquired such direct marketing industry giants as Database America, Walter Karl, Donnelley Marketing, Polk City Directories, and Hill Donnelley; email marketing companies most recently purchased include Double Click, Yesmail, and Click Action. Sales leads, however, are still the lifeblood of the company.

Over two million customers depend on infoUSA for sales leads, business credit reports, market research, competitive analysis, job exploration, mailing labels, travel planning, launching direct mail or telemarketing campaigns and directory assistance. As a matter of fact, infoUSA's database powers the directory assistance services of most major internet directory assistance providers such as Yahoo!, AOL, SMARTpages, RealPages, Dex Media and more.

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