

Cooperative Databases: A Better Source for Responsive Business-to-Business Prospects

Abacus B2B Alliance Delivers the Power of Transactional Data

In business-to-business (B-to-B) marketing, there's no hiding the fact that response rates are down while marketing costs are rising. In other words, businesses are spending more money chasing fewer prospects. That means that for companies who want to grow profitably, simply finding more prospects isn't the answer. Instead, B-to-B marketers are seeking out reliable sources of proven buyers. For many of today's most successful B-to-B direct marketers, that source is the Abacus B2B Alliance.

The Shortcomings of Traditional Rental Lists

The rule of thumb in B-to-B marketing: a good list is hard to find. The list of usual objections to rented lists includes stale data, too few names, and the inability to target a specific market niche. To counter these objections, large professional compilers offer sizeable databases that include niche markets — dental offices or vet suppliers, for example.

B-to-B marketers also purchase firmographic data to sharpen their targeting efforts. But as helpful as firmographic data is, it can't shed light on which businesses make frequent purchase and the dollar amount of past purchases. More and more B-to-B marketers are finding that simply identifying a prospect isn't enough. You also need insight into purchasing behaviors.

Transactions Speak Louder Than Words

So where does that insight come from? A customer's past transactions are the key to predicting their next purchase. Transactions are simply historical records a company keeps of customer purchasing activity. When marketers use this historical information to understand purchasing trends and behaviors, they can focus their prospecting efforts on the highest potential candidates. This more efficient approach to prospecting not only costs less, it also delivers dramatically better marketing results.

In the past five years, cooperative B-to-B prospect databases have emerged as the preferred source of transactional data. These databases house information on business contacts from a wide variety of sources, along with historical transaction data. Many also provide sophisticated proprietary modeling techniques that offer insight into that data. In essence, a cooperative database can be a dream come true for B-to-B marketers: a large, responsive universe that offers sustainable growth in a cost-effective manner.

Abacus Knows Who's Buying

As the first cooperative database on the market, the Abacus B2B Alliance sets a new standard for B-to-B prospecting. The Abacus B2B Alliance not only provides a comprehensive source of previous purchase data, members also have access to proprietary modeling techniques.

These modeling techniques improve response rates, increase revenue, and help marketers realize a greater return on every marketing dollar spent.

While other prospecting databases have entered the fray, the Abacus B2B Alliance continues to stand out due to the range and depth of its B-to-B transactional data. Because it's simply the largest B-to-B prospect universe, the numbers speak for themselves:

- More than 75 million business contacts
- \$1.5+ billion transactions made by business contacts
- An average of 20 transactions per individual

Is the Abacus B2B Alliance Right for You?

More than 350 domestic B-to-B marketers rely on Abacus to solve the problem of how to lower marketing costs by finding highly responsive prospect names. Large and small mailers alike use Abacus B2B Alliance data and models for their specific needs, including targeting the most niche markets.

"We have seen response significantly improve for many of our members since we introduced the Abacus B2B Alliance. We've helped them grow their customer databases and offer a greater return for their marketing dollars."

Stacey Hawes, B2B Market Manager, DoubleClick Inc.

Abacus Alliance members rely on the database for a full spectrum of marketing needs, including:

- Acquiring new customers
- Retaining current customers
- Reactivating lapsed customers
- Accessing aggregate data for market research

For improved campaign performance, Abacus offers sophisticated modeling to support specific marketing objectives. Proprietary modeling techniques identify profitable markets and determine with confidence and accuracy who and when to mail in those markets.

For B-to-B direct marketers who need a reliable source of highly responsive names at a reasonable price, the Abacus B2B Alliance is the industry standard for high-performing prospect names. It offers large and small B-to-B companies the largest prospecting database.

To learn more about the Abacus B2B Alliance or to become a member, visit www.doubleclick.com or call 866.459.7606.

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B-to-B Marketing:
Selecting your best opportunities shouldn't feel like a gamble.

Turn the odds in your favor with the Abacus B2B Alliance.

Do your B-to-B campaigns sometimes feel more like a blind guess than a safe bet? Mailing lists based on SIC code, company size, contact title, or list source can point you in the right direction. But how do you know who's most likely to respond? That's where the Abacus B2B Alliance from DoubleClick comes in.

As an Alliance member, you can take the guesswork out of your B-to-B marketing efforts. The Abacus B2B Alliance database features information on more than 1 billion transactions by more than 75 million business contacts. And it offers true transactional data—the best predictor of future buying behavior. Factor in our advanced modeling techniques, and you'll not only see who's buying, you'll understand the behavior behind the decision so you can target the right opportunities with the right offer.

The bottom line: You will get more effective B-to-B marketing. No rabbit's foot required.
Call us today at 866.459.7606 or visit us online at www.doubleclick.com.

[we know who's buying]

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