

**UNLOCK THE POWER OF THE
Abacus B2B Alliance**

62 Million Contacts

850 Million Transactions

\$80 Billion in Purchases

and growing...

A B A C U S
A division of DoubleClick Inc.

Abacus B2B Alliance



We Know Who's Buying.

A B A C U S
A division of DoubleClick Inc.

**Abacus B2B Alliance
BENEFITS OF PARTICIPATION**

**Improved
Response Rates**

**Increased
Revenue**

**Greater Return
on Marketing Spend**

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