

# BUSINESSCONNECT<sup>®</sup>

BUSINESS PROFILING. EFFECTIVE RESULTS.

## REACH OVER ONE MILLION BUSINESSES

The **BusinessConnect** database reaches small, medium and large businesses across Canada and enables you to target any company that suits your objective and budget. Whether calling or mailing, your message reaches more potential customers with **BusinessConnect**.

## LESS IS MORE

**BusinessConnect** is processed with Canada Post SERP-certified software. That means less returned mail. Our consistent updating process eliminates defunct businesses and updates changes in address. Less waste means less cost for your campaign and more productivity for your sales team.

## TARGET YOUR BEST PROSPECTS

**BusinessConnect** includes industry sectors, sales volume and employee size estimates and primary contact names. It is fully geo-coded for mapping to your custom sales territories and market boundaries.

## EXCEPTIONAL VALUE

For over 30 years we have supplied technical solutions to the Market Research and Direct Marketing industries as well as many North American companies. Our products lead the industry in value and efficiency.

## SERVICE SOLUTIONS

We offer a full range of sampling solutions, data mining, analytics, merge/purge, de-duplicating and data appending services.

For more information call (905) 474-5271 or visit us online at <http://www.smres.com>

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## SM RESEARCH

SMART DATA. SMARTER DECISIONS.