

# More marketing impact

Hit marketing targets even more precisely – with the improved National Business Database. The Yellow Pages classifications have been redefined to help you make every mailing list more relevant, focused and responsive – and the National Business Database (the only business list with Yell Data included) an even more valuable direct marketing resource.

Contact Experian now or visit [www.experianbi.co.uk/directhits](http://www.experianbi.co.uk/directhits) and discover how to send response rates ballistic.

## The IMPROVED National Business Database

### Here's the bullets:

- 5.1 million records in total
- 2.7 million ready-to-mail records
- Thomson and improved Yell Data
- Multiple data sources
- Access to 500,000 decision makers via email
- 150 different selection criteria
- Pre-screened data
- e-append – gather client email addresses

 **Experian™**  
A world of insight

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Incorporating  
 **YELL  
DATA**

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