

Solution Keynote / ResponseCanada™ Business

Data that's updated at the speed of business.



Canadian Animal Icon - The Northern Lynx

B2B marketers use outbound marketing for its responsiveness and reach.

And researchers and data scientists need business data to model markets and build data warehouses. Both need great data to succeed.

Studies have proven that over 40% of a campaign's success is attributable to data quality. Yet many organizations continue using outdated, error-ridden data.

Cleanlist built ResponseCanada™ Business so you'd have a better choice. Finally, data that's clean, current, and complete.

Why it matters:

- 1.** Professionals need clean, current, and complete data to succeed.
- 2.** Most organizations are using data that are outdated and full of errors.
- 3.** Over 40% of your success relies on high-quality data.
- 4.** Great data gives you a significant competitive advantage.
- 5.** ResponseCanada™ Business is the leading business database in Canada.

How it works:

The data experts at Cleanlist are the creators and maintainers of ResponseCanada™ Business. We bring contact, address, geocode, and extensive profile data together for **every business in Canada**.

ResponseCanada™ Business is updated daily and licensed by the campaign, or for installation at your site. All data is **privacy-compliant** and you can select audiences based on any criteria.

Audience selection, real-time counts, and pricing are available by contacting our sales team or, online by logging in to Cleanlist's website. **Ongoing updates**, if required, are provided.

Fixed license fees are quoted and a quality guarantee is included. Data delivery will be made to your SFTP or through Cleanlist's secure MyFiles™ portal. Licensed **usage is unrestricted**.

No other Canadian database is as clean, current, and complete.

People are talking

*"We use (ResponseCanada™ Business) to market to small and home-based businesses with great success. **It's by far the best of the data sources we've tried.**"*

*"We target our marketing by industry and employee size and have found yours to be **the most accurate.**"*

*"We like **how quickly** new businesses are captured."*

Let's Get Started!

Contact us for a full **data dictionary**, or to get **counts and pricing**.

You can also get **self-serve counts and quotes** when you log in at cleanlist.ca.



About Cleanlist

We're Canada's largest customer data company. We clean, enhance, and validate business and consumer data. We're also experts in data-driven document composition and Canada's largest provider of data for digital and off-line marketing.

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