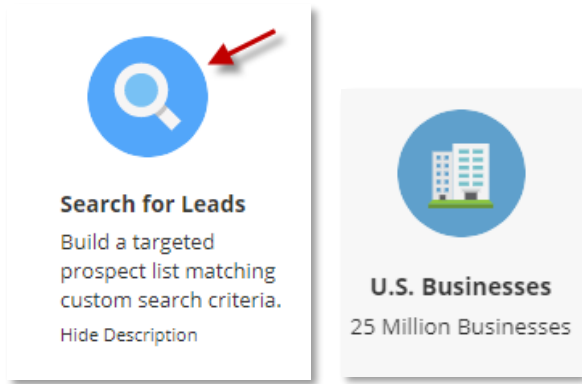
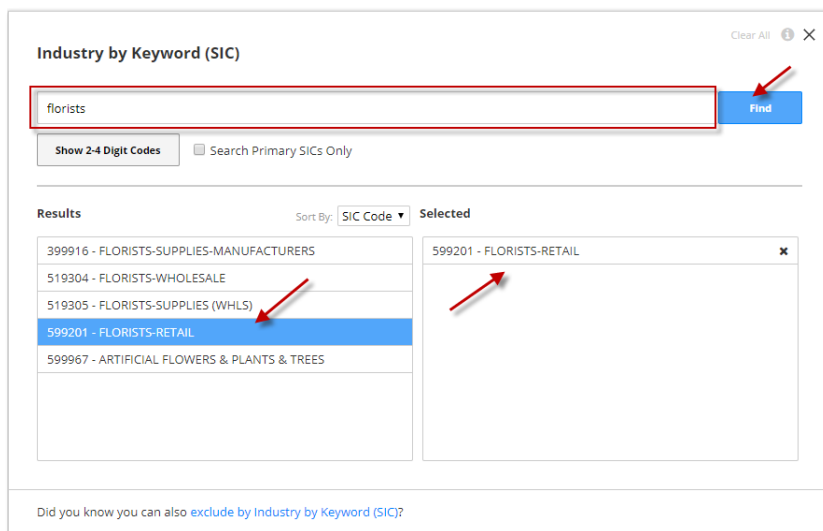
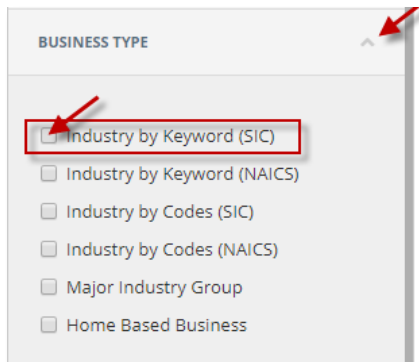


# Business Database Campaign



Select demographics that best fit your Business audience you are trying to capture and market to using the criteria options as the example shown below:

- \*You can select ALL filters you want on the left-hand side BEFORE clicking Run Search. Record counts will update immediately at the bottom of the page when selecting filters\***  
Select **Business Type** and select **Industry by Keyword (SIC)** to type in the keyword or SIC code(s) you wish to search by and click **Find**. Then click on the SIC code you want to move it to the Selected box.



Did you know you can also exclude by [Industry by Keyword \(SIC\)?](#)

2. Click **Geography** to find **Zip Code** and enter your zip(s) and click Add which will move your zip(s) to the Selected Box:

The image shows two parts of a user interface. On the left is a 'GEOGRAPHY' filter menu with a list of options: City, State, ZIP Code / Carrier Route, Radius, County, Map Based Search, Phone Number, Metro Area, Street Address, and Neighborhood. The 'ZIP Code / Carrier Route' option is highlighted with a red box and a red arrow. On the right is a 'ZIP Code / Carrier Route' dialog box. It has a title bar with 'Clear All', an information icon, and a close icon. Below the title bar are two columns: 'Enter ZIP Codes' and 'Selected'. The 'Enter ZIP Codes' column contains a text input field with the value '68127'. Below this field is a blue 'Add' button, which is also highlighted with a red arrow. The 'Selected' column is currently empty. At the bottom of the dialog box, there is a small text prompt: 'Did you know you can also exclude by ZIP Code / Carrier Route?'.

3. Click **Business Size** to find **Number of Employees** to select the employee size range you are looking for within these companies.

The image shows two parts of a user interface. On the left is a 'BUSINESS SIZE' filter menu with a list of options: Number of Employees, Sales Volume, Square Footage, and Business Expenditures. The 'Number of Employees' option is highlighted with a red box and a red arrow. On the right is a 'Number of Employees' dialog box. It has a title bar with 'Clear All', an information icon, and a close icon. Below the title bar are two tabs: 'RANGE' (which is active) and 'CUSTOM'. Under the 'RANGE' tab, there is a section titled 'Select Local or Corporate Employees' with a dropdown menu set to 'Both Location and Corporate Employees'. Below this are two columns: 'Available' and 'Selected'. The 'Available' column contains a list of employee size ranges: 20 - 49, 50 - 99, 100 - 249, 250 - 499, 500 - 999, 1000 - 4999, 5000 - 9999, and 10000+. The 'Selected' column contains three ranges: 1 - 4, 5 - 9, and 10 - 19, each with a red 'x' icon to its right.

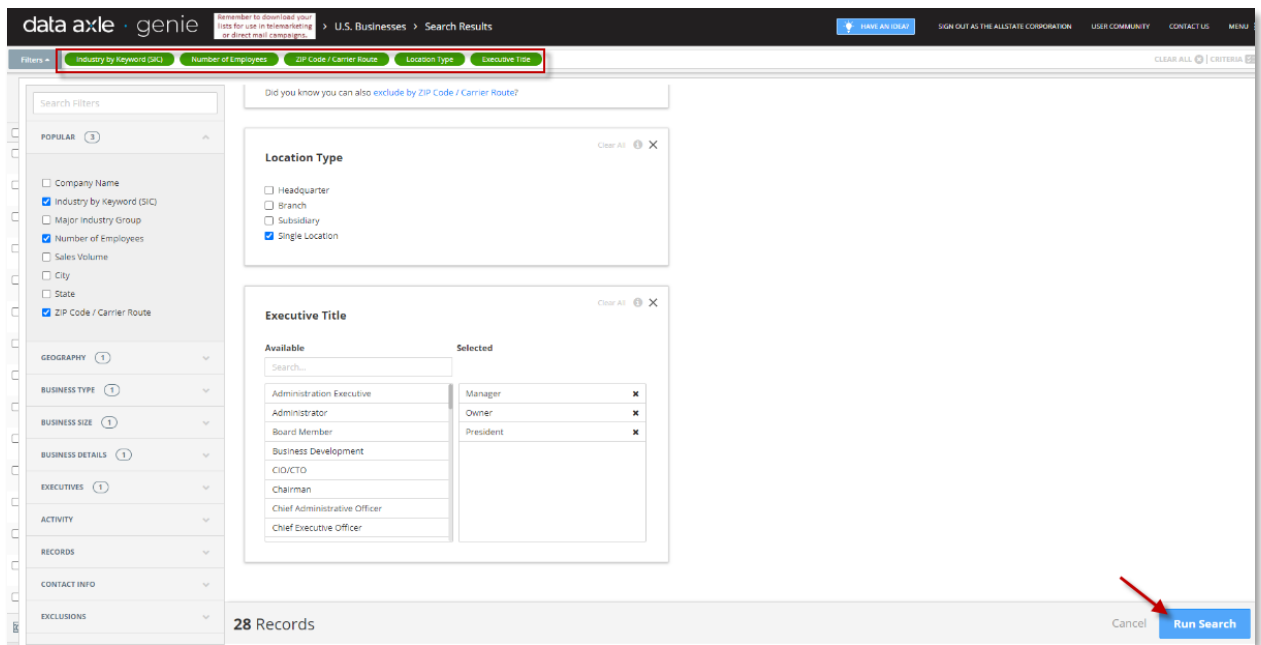
4. Click **Business Details** to find **Location Type** to choose Single Location – this will be decision making location types.

The image shows two parts of a software interface. On the left is a panel titled 'BUSINESS DETAILS' with a list of filterable categories: Public / Private Company, Credit Rating, Location Type, Fortune 1000, Foreign Parent, Stock Exchange, Ticker Symbol, Company Name, Years In Business, and Year Established. The 'Location Type' option is highlighted with a red box and a red arrow. On the right is a modal window titled 'Location Type' with a 'Clear All' button and an 'X' icon. It contains a list of options: Headquarter, Branch, Subsidiary, and Single Location. The 'Single Location' option is checked and highlighted with a red box.

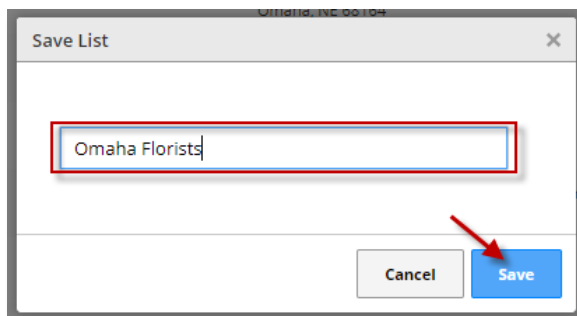
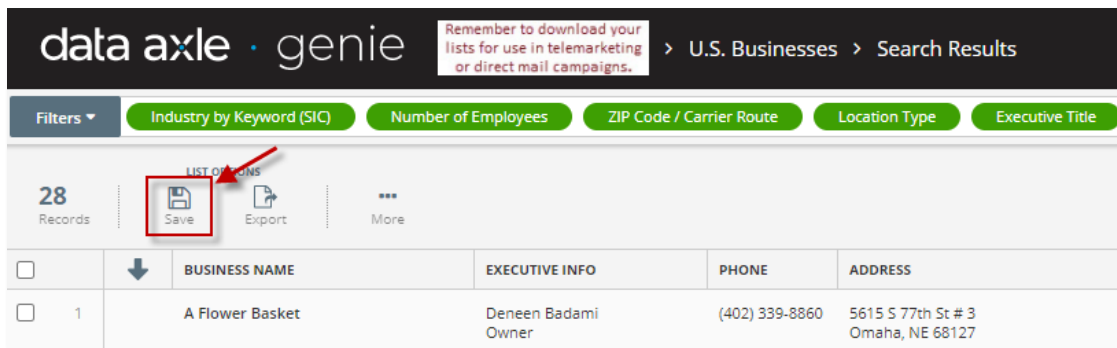
5. Click **Executives** to find **Executive Title** to choose the contacts at the company you are looking to contact. Simply click the executive title you want to move it over to the Selected box.

The image shows two parts of a software interface. On the left is a panel titled 'EXECUTIVES' with a list of filterable categories: Executive Title, Executive Ethnicity, Executive Gender, and Executive Name. The 'Executive Title' option is highlighted with a red box and a red arrow. On the right is a modal window titled 'Executive Title' with a 'Clear All' button and an 'X' icon. It features two columns: 'Available' and 'Selected'. The 'Available' column has a search bar and a list of titles: Administration Executive, Administrator, Board Member, Business Development, CIO/CTO, Chairman, Chief Administrative Officer, and Chief Executive Officer. The 'Selected' column has a list of titles: Manager, Owner, and President, each with an 'X' icon to its right. At the bottom, there is a checkbox labeled 'Select One Contact Per Business'.

6. At the top of the page, you will see Green icons showing what you have selected – once everything you want is selected, click **Run Search** at the bottom right to load the list:



7. Save your list to your homepage



**\*Save your list and Export**

#### FREQUENTLY USED SICs

- 1751 Carpenters
- 1731 Electricians
- 1711 Heating, ventilating, air conditioning
- 7699 Locksmiths
- 1711 Plumbers/Plumbing
- 5072 Tool Distributors
- 5149 Snack food Distributors
- 1793 Glass, glaziers, windshield replacement
- 5149 Wholesale food and beverage distributors

- 1521 Home Builders
- 1751 Garage door installation
- 1761 Roofing contractors
- 1742 Plaster, drywall & acoustical work
- 1771 Concrete work (no mixers)
- 1761 Gutter, downspout, siding installation and repair
- 1743 Terrazzo, tile, marble, and mosaic work
- 1752 Carpet laying or removal
- 6531 Real estate agents & managers
- 8011 Physicians, surgeons & dentists
- 5962 Vending
- 7217 Carpet cleaning
- 5992 Florists
- 7349 Franchised janitorial/building cleaning
- 7389 Business Services
- 1751 Fencing contractors
- 1721 Painting contractors
- 1741 Masonry, stone setting

**FOR ADDITIONAL QUESTIONS OR ASSISTANCE VISIT OUR HELP SITE**

**[www.dataaxlegenie.com/allstate](http://www.dataaxlegenie.com/allstate)**

**CALL 888-870-5117**

**Email [allstatehelp@data-axle.com](mailto:allstatehelp@data-axle.com)**