

# The DefinitiveDatabase™ Continues to Make Marketers' Lives Easier

The DefinitiveDatabase™ continues to become more valuable – and, dare we say, essential – to marketers across the U.S. and Canada. It recently added over 100 new controlled circulation publication files to now include over 20.1 million executives and professionals who subscribe to over 350 of the most highly-recognized B2B and Information Technology publications.

In addition to its increase in quantity of names, the DefinitiveDatabase™ contains significantly more selectable categories than any other database on the market. It also contains the highest title counts by geography and the highest vertical market quantities in the industry.



By combining detailed information from the participating publications, hundreds of selectable categories, and wide accessibility to marketers, the DefinitiveDatabase™ is a true public database – and a standout among other database properties. Direct Marketers can use the multitude of selection options to maximize quantities for their niche or specialized market needs.

All the information in the DefinitiveDatabase™ is self-reported by each active subscriber to the respective publications; it contains uncommonly high quantities of direct phone lines reaching the executives at their desktops. With the accelerating trend towards B2B telemarketing (and the accompanying increase in resources that companies are allocating towards it) the DefinitiveDatabase™ continues to meet this growing need.

According to DefinitiveDatabase™ CEO Glenn Freedman, "The DefinitiveDatabase™ is essential to the thousands of marketers who need to reach executive decision makers in even the smallest of geographical markets. Frequently, these marketers have trouble reaching minimum quantities (depending on the number of subscribers) from the publication of their choice. Our database of combined publications allows marketers to reach their minimums – whether their needs are by title, industry, geographical regions or other key categories. Publishers eagerly participate in the database because they can capture partial rental revenues from mailers who in the past were forced to go to a competitor or rent compiled data. In most categories, our counts are not only higher than the largest compiled sources, but much more selectable and responsive".

"We are especially happy with the tremendous growth in telemarketing rentals," Freedman adds. "The large quantities of phone number available in the database is turning out to be a very important and valuable component for marketers. They are discovering that a highly-selectable, large and detailed database provides them with the perfect solution for their direct marketing needs."

This series of articles is provided to direct marketers as a courtesy from L.I.S.T. INCORPORATED



The  
**DefinitiveDatabase**

Highest Quality Postal Mailing Lists & Telemarketing Lists

1983 Marcus Avenue, C-120

Lake Success, NY 11042

516-358-5478 / info@l-i-s-t.com

[www.l-i-s-t.com](http://www.l-i-s-t.com) / [www.definitivedatabase.com](http://www.definitivedatabase.com)