

CHOOSE THE DATA TYPE THAT FITS YOUR NEEDS AND BUDGET

W3 Data's products are powered with information that originates from publicly available telephone records. The data includes over 175 million residential, business and government listings for the US and Canada. Few sources are able to provide more complete and accurate name, address and phone number information. The breadth of data options available through W3 Data's self-serve and enterprise products allow you to choose the best data for your needs.

Real-Time Data

If your applications require the freshest data available, this is the best choice for you. Updated nightly, it's the equivalent of dialing operator-assisted 411. Real-Time data is ideal for time-sensitive functions for which even just a few bad records can negatively impact your bottom line.

Near-Time Data

High-volume searching and cost-sensitive applications are well suited for our Near-Time Data. Updated monthly, this data set is aged an average of 60-90 days, but offers great value.

If match rates are crucial, choose either of our "enhanced" data sets:

Real-Time Enhanced Data

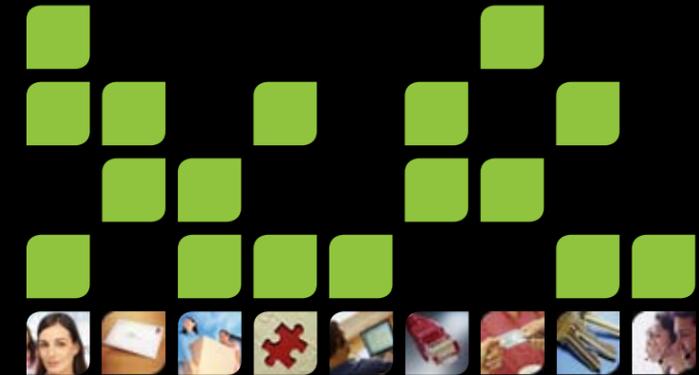
This blended data set is great for maximizing match rates. The Near-Time database is queried when the Real-Time database yields no match.

Near-Time Enhanced Data

Our other blended data set will query the Real-Time database when the Near-Time database yields no match.

OVERVIEW

CUSTOMER CONTACT SOLUTIONS



The ability to connect with the right customer at the right time has a significant impact on your bottom line. The process starts with your customer data.

W3 Data is your partner for accessing the most accurate customer information for your marketing and operations, and we have the track record to prove it.

Ten years ago our parent company started WhitePages.com, now the world's most often used online directory. We quickly recognized that businesses needed tools to automate the way they use contact data. So we founded W3 Data using the experience and expertise developed while building the WhitePages.com network. At W3 Data, we created a range of tools to help businesses find accurate customer information they need faster, cheaper and better than before.

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Your Access to the Best Customer Contact Information

At W3 Data, we understand customer contact information. And we help businesses big and small use accurate data to find, keep and verify customers while reducing costs and streamlining operations.

W3 Data can help you create cost-cutting efficiencies at all your customer touch points with a comprehensive range of products, from mailing lists and data enhancement to real-time integration in customer-centric applications. Our solutions are:

INTEGRATED

Our data can be integrated into your business systems throughout your organization, for use in marketing service centers, call centers, point of sale, shipping and more. Our products integrate with your existing data systems for easy setup and streamlined operations.

ACCURATE

W3 Data has a decade of experience in search functionality and access to the most accurate name, address and telephone data available. Improve the integrity of your customer information to eliminate costly shipping errors, undelivered mail and potential fraud.

IMMEDIATE

W3 Data offers results fast, with results in sub-second time. Every second saved adds up to time and cost savings for you, as you reduce the duration of tasks, trim errors and speed up processes.

Our satisfied customers include:

- ADT Security Services
- A.G. Edwards
- Avon
- Bank of America
- Century 21 Properties
- Chamberlain Group
- Coldwell Banker
- Edward Jones
- Farmer's Insurance
- Ford Motor Company
- GMAC
- Merrill Lynch
- Metropolitan Life Insurance
- Morgan Stanley
- Primerica Financial Services
- Smith Barney
- Sprint
- T-Mobile
- US Bank



CUSTOMER CONTACT SOLUTIONS

Our products are designed to meet a variety of business needs, from prospecting for new customers, to tracking down former ones, to identifying and handling inbound contacts.



Mailing Lists
Prospect411: Find new prospects in just minutes with targeted and accurate business and consumer mailing lists.



New Mover Lists
 Be the first to promote your products to new residents and businesses in your area with up-to-date, comprehensive New Mover lists.



XML Data Integration
API411: A cost-effective, automated customer identification solution for easy access to accurate, immediate and comprehensive customer data. API411 integrates with your existing customer information systems and delivers results in sub-second speed.



Data Enhancement
BatchAppend411: A solution for large-volume searching and data appending. Find current contact information for incomplete or out of-date customer and prospect lists.



Advanced Web Searches
Enterprise DA: Enhanced Web directory assistance offers advanced searching and sorting at a fraction of the cost of traditional directory assistance.