

## XML-based API from W3 Data®

### Connect with people and businesses

**API411 delivers fast, flexible access to detailed residential and business data, using proven technology and a flexible service model to support a wide range of applications.**

Whether you are enhancing an application with auto-populated forms, verifying identity or contact information, or identifying cross-sell opportunities, you need fast, accurate and cost-effective sources of information. W3 Data meets these needs with API411, an XML-based web service delivering comprehensive residential and business directory data for application integration.

API411 is based on the proven search technology behind WhitePages.com, which serves more than 20 million unique users per month. API411 offers real-time access to phone, address, location, demographic, and business category data for more than 140 million people and over 14 million businesses. A flexible service model lets you choose the data that best meets your requirements, while pricing is based on successful matches. Configurable search algorithms give you the control to extend searches and match data to meet your business needs.

### PROVEN, POWERFUL SEARCH TECHNOLOGY

A decade ago, W3 Data's parent company, WhitePages.com, built a powerful directory assistance database that today powers millions of directory assistance searches each day. Today, that network powers millions of directory assistance searches each day. API411 leverages WhitePages.com's advanced search technologies to offer:

- Nine different types of searches, including Reverse Phone, Find Person, Find Business, Reverse Address, and Find Neighbors
- High-performance data delivery with sub-second response times
- A wide range of business and residential data, including name, address, phone, latitude/longitude, business keyword and business category codes
- Enhanced matching technology, such as nickname cross-indexing, full or partial name matches, and optional search expansion
- Optional demographic data for higher-value contact and lead qualification

### PRODUCT OVERVIEW

- Fast, cost-effective access to comprehensive contact data

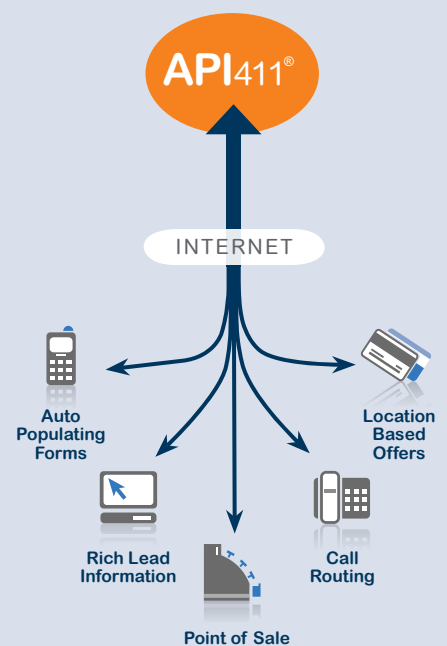
### KEY BENEFITS

- Rapid time-to-market
- Proven, powerful search technology
- Cost-effective, flexible service model

### KEY FEATURES

- XML data integration
- Real-time access to data with 140+ million people and 14+ million businesses
- Nine search types
- Intelligent, configurable matching algorithms
- Sub-second response times
- Demographic data
- Free qualified test accounts for rapid deployment
- Accurate, up-to-date name, address and phone data

### Wide Range of Applications





### RAPID TIME-TO-MARKET

API411 offers fast data integration for new applications or software features which require real-time access to directory assistance data.

- XML data structures are simple to understand and integrate — all your application needs to do is construct an HTTP request with the parameters you need.
- Typical data integration efforts are completed in a single day.
- W3 Data provides free test accounts to qualified companies, so you can test and develop with live data.
- As your needs change, you can expand applications by requesting additional searches and data elements.

### COST-EFFECTIVE, FLEXIBLE SERVICE MODEL

At W3 Data, we understand that when a company is first developing a new product or feature, it can be too soon to make a big investment. To support early-stage products, we do not charge new customers for set-up or implementation fees. In addition, we don't lock customers into annual service agreements. The API411 service model is based on usage — the number of queries that result in successful matches.

With the flexible pricing and data options, you can choose the best available data (updated daily), the most economical data (updated monthly), or a combination of both (roll over from one to another). Even non-matches often return helpful data. For example, even if a reverse phone search can't return complete data, it will return the carrier, phone type, city and state associated with the number.

In addition, W3 Data provides superior customer support and ongoing product updates without additional charges.

#### Sample output: Residential variables

```
<DEMOGRAPHICS>
<AGE>36</AGE>
<PRESENCE_OF_CHILDREN>N</
PRESENCE_OF_CHILDREN>
<DWELLING_TYPE>SFDU</
DWELLING_TYPE>
<GENDER>M</GENDER>
<HOMEOWNER_RENTER>Owner</
HOMEOWNER_RENTER>
<MEDIAN_HOME_VALUE>$218,000-
$218,999</MEDIAN_HOME_VALUE>
<INCOME>$35,000-
$39,999</INCOME>
<MARITAL_STATUS>Single</
MARITAL_STATUS>
<LENGTH_OF_RESIDENCE>13 to 18
Months</LENGTH_OF_RESIDENCE>
</DEMOGRAPHICS>
```

### DEMOGRAPHIC DATA

As an optional extension, API411 offers powerful demographic information on residences and businesses.

#### Residential information:

- Household income
- Homeowner/renter status
- Median home value for neighborhood
- Length of residence
- Dwelling type
- Age and gender
- Marital status
- Presence of children

#### Business information:

- Contact name and title
- Sales volumes
- Years in business
- Number of employees

### ABOUT W3 DATA

1-800-336-1327

W3 Data, a division of WhitePages.com, Inc. provides high-quality customer data solutions for businesses of all sizes. Our powerful, easy-to-use products and services provide businesses with real-time access to the most accurate name, address and telephone information available. Our self-serve and enterprise products are designed and priced for accessibility, and work with a variety of leading programs. W3 Data products include Create Mailing Lists, Update Mailing Lists, Profile Your List, API411, New Mover Lists, Large Volume List Generation, Data Cleansing and Enhancement Services, and EnterpriseDA. For more information, visit [www.w3data.com](http://www.w3data.com), or call 1-800-336-1327.



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