

## Demographic Data

Deliver insight into people and businesses

Extend the power of your application by profiling contacts with detailed demographic data.



API411 from W3 Data<sup>®</sup> delivers real-time access to detailed residential and business data, using proven technology and a flexible service model to support a wide range of applications.

In addition to the comprehensive contact data provided by API411, W3 Data offers demographic data linked to residential and business search results. This information helps you to profile and understand customers and sales prospects for higher-quality lead delivery and more effective real-time up-sell offers.

### FEATURE OVERVIEW

- Real-time access to demographic and business information

### KEY BENEFITS

- Increase sales by targeting cross-sell and up-sell offers
- Quickly identify, prioritize, and route inbound callers—based on their value
- Create new revenue streams from premium sales lead services

### KEY DATA

- Household income
- Home value and dwelling type
- Residence ownership and length of residence
- Age and gender of residents
- Marital status
- Presence of children
- Business sales volume
- Number of employees
- Designated business contact
- Years in business

### COMPLETE AND ACCURATE DATA

API411's demographic data is developed from over 30 data sources for comprehensive coverage.

#### RESIDENTIAL INFORMATION

Demographic data is available for 100 million U.S. households. As an API411 customer, you can select any combination of the following fields.

- Household income
- Length of residence
- Homeowner/renter status
- Marital status
- Median home value
- Dwelling type
- Presence of children
- Age and gender of individual(s) in household

#### BUSINESS INFORMATION

This data supplements the already-detailed business contact, category and keyword data available in API411. Data is available for 15 million U.S. businesses. As an API411 customer, you can retrieve any combination of the following fields.

- Contact name
- Years in business
- Contact title
- Number of employees
- Sales volume



### RAPID DEPLOYMENT

Demographic data is available to all API411 customers using version 2.0 or above. If you are an existing API411 customer, all you need to do is modify the query sent to W3 Data to request the appropriate additional fields. For new customers, deploying API411 within your application is a quick and easy process, as the service uses HTTP GET requests and delivers XML-

formatted data. To accelerate deployment with popular data combinations, W3 Data offers pre-bundled fields. Using bundles simplifies the process of requesting frequently-used data combinations.

### 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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