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# Equifax Launches B2bConnect Commercial Marketing Data in the Equifax Cloud™

Cloud-based Solution Optimizes the Online Search Experience With Near Real-time Access to Data to Increase Efficiency of Marketing Efforts and Drive Sales

ATLANTA, May 15, 2025 /PRNewswire/ -- [Equifax®](#) (NYSE: EFX) has launched its B2bConnect small-to-medium sized business (SMB) data on the [Equifax Cloud™](#), making commercial marketing data available in minutes to help B2B marketers be more efficient and increase campaign success. The platform unifies differentiated data to create more effective commercial sales and marketing insights that enable Equifax customers to target the right small businesses quickly and achieve their goals.



Using B2bConnect, B2B marketers can query more than 67 million U.S.-based business records online to help identify, segment and target top prospects. The platform enables user-friendly filtering and list-building features so that B2B marketers can reach target customers.

"Having access to customer data doesn't automatically equate to actionable insights. SMB marketers need tailored solutions to quickly identify quality leads, all while maintaining strict compliance standards," said Sal Hazday, General Manager and SVP of the U.S. Commercial Business at Equifax. "The B2bConnect portal provides Equifax customers with a simple interface they can filter and segment small business targets to their own unique business requirements, optimizing marketing efforts and their limited resources."

## Near Real-Time Delivery of Compliant Data

Successful lead generation begins with easy access to more accurate and reliable data. B2bConnect offers everything marketing teams need within the platform, including demographics, business contacts, firmographics, marketability and industry codes, to give SMB marketers confidence that they are identifying and targeting the right business prospects.

Equifax customers can also sort and filter companies and contacts based on the wide array of data points, quickly select the fields for export, and save templates for later use. This allows other team members to customize the file so that the data can be ingested into an existing CRM or marketing automation platform. From there, customers receive a flat file with their data that can come in Excel, CSV, Pipe Delimited or Tab Delimited formats.

Additionally, Equifax is committed to ensuring that customers are using data properly and

maintaining compliance with evolving regulations. B2bConnect gives marketers access to high-quality data within compliance data use rights and marketability flags.

For more information about the B2bConnect Portal, click [here](#).

#### **ABOUT EQUIFAX INC.**

At Equifax (NYSE: EFX), we believe knowledge drives progress. As a global data, analytics, and technology company, we play an essential role in the global economy by helping financial institutions, companies, employers, and government agencies make critical decisions with greater confidence. Our unique blend of differentiated data, analytics, and cloud technology drives insights to power decisions to move people forward. Headquartered in Atlanta and supported by nearly 15,000 employees worldwide, Equifax operates or has investments in 24 countries in North America, Central and South America, Europe, and the Asia Pacific region. For more information, visit [Equifax.com](https://www.equifax.com).

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