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Equifax Contact Link Helps Mitigate Business Contact Data Decay; Taps Database of 60 Million Contacts

ATLANTA, Aug. 13, 2013 (GLOBE NEWSWIRE) -- Equifax announced the availability of *Equifax Contact Link*, its single-source business-to-business e-mail prospecting solution that provides sales and marketing professionals access to an expansive collection of business contact data to better target appropriate buyers and influencers.

Contact Link serves as an important tool for B2B marketers to deliver better value with less marketing risk. Using standardized data fields, the tool creates profile hierarchies designed to streamline list building and maximize record matches. Marketing and sales professionals can use the profiles to identify, evaluate and refine audience selection for properly aligned, better performing email campaigns.

"Email prospecting has evolved from pulling prospect lists and sending batch emails only to a much more targeted, precision-driven approach," said Dennis Behrman, Equifax Associate Vice President of Product Management. "Equifax Contact Link delivers the business contact card information marketers and sales people need to target prospects more effectively, including hard bounce-back protection, to help quickly, efficiently optimize campaign performance."

Equifax Contact Link key benefits include:

- **Ability to target individuals by function and rank** within an organization
- **Hard bounce-back protection** so you don't pay for email addresses that do not exist
- **Multiple data format delivery options** to fit your business needs and existing technology capabilities
- **Single source access to business contact data** so there is no need for de-duping, overlap tracking or managing multiple vendors
- **Ability to append existing contact data** to existing, risk-based lists

About Equifax Inc.

[Equifax Commercial Information Solutions](http://www.equifax.com/commercial) is a leading provider of small business intelligence. We provide best-in-class business credit risk and marketing data, predictive analytics and unmatched expertise to enable clients to grow their business intelligently. From small business to enterprise customers, prospects and suppliers we help clients to know and grow their customer base and mitigate risk. Our proprietary data and personalized service enables clients to improve the precision of their sales and marketing efforts with quicker access and unique visibility into their customers and prospects. For more information visit www.equifax.com/commercial.

Equifax is a global leader in consumer, commercial and workforce information solutions that

provide businesses of all sizes and consumers with insight and information they can trust. Equifax organizes and assimilates data on more than 500 million consumers and 81 million businesses worldwide, and uses advanced analytics and proprietary technology to create and deliver customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates or has investments in 18 countries and is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. In 2013, Equifax was named a Bloomberg BusinessWeek Top 50 company, was #3 in Fortune's Most Admired list in its category, and was named to InfoWeek 500 as well as the Fintech 100. For more information, please visit www.equifax.com.

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