Every Market Media Unveils B2B International Marketing Database

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CHICAGO, IL, USA, December 5, 2014 /EINPresswire.com/ -- Every Market Media has finalized a large-scale database compilation and hygiene effort resulting in an International B2B Marketing Database of great value. Over 217 countries and 70,000 business types are present in the database of 25,975,162 records. Each record in the database includes, at a minimum, a business type and unique email address – with many of the records including full business card values (Contact Name, Title, Company Name, Address, City, State, Zip, Phone and Email).

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The Every Market Media International B2B Marketing Database was compiled using over 120 various file sources and required much time and expertise to optimize its potential and ensure the resulting product was user-friendly. Each of the databases were converted, standardized and cleaned. Redundant database fields were merged and renamed. All revenue values had to be converted to numeric values, including European revenue figures.

The database has quite a breadth of international coverage with 217 Countries represented. The Top 4 Countries, based on record volume, are:

1. Canada
2. United Kingdom
3. Australia
4. China

70,153 business types are present on the file. Each record on the database contains an Industry field with a description of the industry as well as 2-digit and 4-digit SIC Code values. Having multiple options to hone in on the specificity of the industries enables the user to have

additional flexibility in their targeting by business type.

COO, Amanda Kohl says, "We are very happy with the quantities and country coverage in our International B2B Database, however, there is always room for improvement and we will continue to strive to make this the best product possible."

In fact, EMM already has plans for the next phase of this project which is two-fold: They will soon begin appending postal address and phone numbers to records that currently do not have those fields populated. Also, they're fine-tuning an online tool to make it convenient for strategic partners to query their International B2B Marketing Database and take next steps.

Every Market Media stands behind the quality of their email data with a 100% replacement of failure guarantee, which means little risk and high deliverability.

Press release courtesy of Online PR Media: http://bit.ly/1yobsIJ

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