

Every Market Media Announces Largest B2B Marketing Database Update

EMM completes the most substantial update yet. This has resulted in 9.6MM additional deliverable records, increasing their B2B database to 49MM total records.

CHICAGO, IL, USA, January 14, 2015 /EINPresswire.com/ -- [Every Market Media](#) has completed the most substantial update to their B2B marketing database in its history. The 2014 Q4 update has resulted in 9.6 Million additional deliverable records increasing their [B2B email database](#) to 49,653,284 total records.

EMM's B2B database size increase is not the only notable result of this update, however. Many processes were executed within this update to improve data quality and performance of all B2B records, including: email delivery verification, hygiene, standardization, casing, parsing and deletion of fields. All Address, Company Name and Contact Name fields have gone through a complete reformatting to improve ease of use for their customers.



EMM's Q4 update has resulted in not only a full re-standardization of their database, but has also increased by 9.6MM additional deliverable records, increasing their B2B database to 49MM total records.

Highlights of the Every Marketing Media B2B Marketing Database include:

- 49,653,284 total records with 29 fields available
- 37,549,174 records with full Business Card Values: Contact Name, Title, Company Name, Address, City, State, Zip, Phone and Email (Increase of 6.9 Million since Q3 update)
- Additional fields of great value to marketers, include: 4-Digit SIC Code, 4-Digit SIC Code Description, 6-Digit SIC Code, 6-Digit SIC Code Description, NAICS Code, Revenue, Number of Employees, Industry, Company Website, Fax, Email Domain and Deliverability Status
- 4 Million unique email domains present on the file

- 8,539 various business types by SIC Code available for targeting

Every Market Media's Founder, Rick Holmes, says, "The standardization, hygiene and delivery verification processes that we have refined during our latest update will be in place moving forward. We also intend to continue to expand on these each quarter to ensure we are delivering our customers the best product possible."

With this newest update Every Market Media continues to further their focus on [strategic partnerships](#). 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. Sample files of Every Market Media's B2B Marketing Database are available upon request.

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Daniel Currier
Every Market Media
855-475-0258
[email us here](#)

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