



Every Market Media Expands B2C and B2B Marketing Databases

Every Market Media Expands B2C and B2B Marketing Databases leading to a 33% increase in premium consumer data and 30% increase in premium business data.

CHICAGO, IL, USA, December 9, 2015 /EINPresswire.com/ -- [Every Market Media](#) has completed a substantial, tandem expansion of their B2B and B2C marketing databases. For the 4th quarter of 2015, EMM's primary objective was database growth and they exceeded forecasted improvements by realizing a 33% increase in premium consumer data and 30% increase in premium business data.

Amanda Kohl, COO says, "The latest increases to our databases will not only enable us to continue to offer high quality data installations and list development, but also to develop innovative solutions to fulfill clients' marketing objectives."

In addition to increasing the quantity of their databases, Every Market Media also concentrated on quality improvements. Refinements to the quality of new records included postal hygiene for address standardization and move updates and enhancing records by appending additional selections.

With a breadth of data types and quality, EMM is uniquely positioned to meet the data needs of marketers of various sizes and sensitivities. From advertisers looking to increase their email footprint with large volumes of new data to advertisers interested only in targeted, premium deliverable data, EMM has the ideal list segment to suit their needs.

[Business-to-Consumer Database](#) Statistics:

- Layout includes: email, name, postal address, age, gender, ethnicity, income, occupation, home ownership, interests and more.

Premium File – 174 million records (Double Verified as deliverable using proprietary hygiene methodology)

Master File – 386 million records

[Business-to-Business Database](#) Statistics:

- Layout includes: full business card values (contact name, title, company name, address, city, state, zip, phone and email), business type (SIC and NAICS), revenue, # of employees, job level, job function, industry, company website, email domain and more.

Premium File – 39 million records (Double Verified as deliverable using proprietary hygiene methodology)



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 B2C and B2B Marketing Databases are available upon request

methodology. 26 million with full business card values populated)
Master File – 91 million records

Please feel free to contact Every Market Media if you're interested in learning more about our updated B2C or B2B marketing databases, receiving a sample file or would like us to run some counts for you.
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Press release courtesy of Online PR Media: <http://bit.ly/1HVt45c>

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