

Business Owners @Home Database

DATABASE

- Over 9 million contacts

KEY BENEFITS

- Links business owners and self-employed professionals to their home addresses and household demographics
- Identifies qualified individuals likely to respond to offers for high value goods and services
- Enables marketers to reach this select group of professionals at home where they are more likely to have the time and inclination to review direct mail

INDUSTRIES

Ideal for:

- Retailers
- Non-profit organizations
- Financial
- And many more...



Business Owners @Home is a prospect-targeting database that identifies over 9 million business owners, operators and self-employed professionals, linking them to their home addresses and their household demographics.

The database was created to provide a more seamless way to identify qualified individuals who would be likely to respond favorably to offers for certain high-value goods and services if they were to receive an offer at home:

- Personal wealth and asset management services
- Premium retail products
- Second mortgages and mortgage refinancing
- Credit products
- Office products, supplies, category-specific products

The Business Owners @Home database provides information on the type and size of businesses, along with key demographics about the professionals' households. Each piece of identified business owner information, such as revenues and NAICS classification of business, is linked with estimated home value, income, and over 500 other demographic attributes. The database is enhanced with variable attributes that are appropriate for clients and specific campaigns, and can include multi-channel contact information such as address, email and phone number.

This combination of data enables more precise selection and targeting with analytics through Semcastings' On-Demand Targeting. On-Demand Targeting streamlines the data preparation process and automates the predictive analytic process, making predictive modeling a practical option for any marketing campaign.

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Business Owners @Home is one of the Semcasting Affluence Indicators, which provide a 360-degree perspective of household affluence across the U.S. When selecting prospects for particular products or services, accurate data is imperative to creating predictive models for effective direct marketing campaigns. The Affluence Indicators also include, Discretionary Income, Home Value, Net Worth, Vehicle Values, Charitable Giving Rank and a Recession Sensitivity Ranking.

NAICS Codes

Description	Contacts
Administrative Mgmt Consulting Svcs	70,023
Attorneys	170,212
Automotive Parts, Service, Sales	176,027
Beauty Salons & Schools	116,715
Certified Public Accounts	23,845
Child Care and Family Services	85,498
Construction (general, commercial & road)	234,129
Contractors (electrical, plumbing, heating)	190,960
Commercial Banking	29,196
Computer & Software Stores	40,987
Executive Offices	32,513
Fitness & Recreational Sports Centers	27,310
Insurance Agencies & Brokerages	73,452
Hotel & Motels (except Casino Hotels)	39,555
Medical Professionals	356,561

Business Owner @Home Geographic Selections - Counts

State	Contacts	State	Contacts	State	Contacts
AK	27,994	KY	148,670	NY	512,552
AL	154,389	LA	164,600	OH	407,127
AR	96,618	MA	247,533	OK	126,465
AZ	181,498	MD	204,297	OR	179,775
CA	1,111,870	ME	52,212	PA	423,402
CO	213,021	MI	352,284	RI	39,451
CT	153,242	MN	229,342	SC	146,868
DC	15,855	MO	211,282	SD	41,442
DE	27,101	MS	90,893	TN	220,050
FL	864,099	MT	54,391	TX	757,586
GA	335,109	NC	305,507	UT	109,849
HI	40,957	ND	35,165	VA	267,604
IA	150,485	NE	84,603	VT	34,973
ID	67,636	NH	56,893	WA	251,967
IL	397,044	NJ	279,765	WI	218,391
IN	241,931	NM	70,222	WV	51,901
KS	110,535	NV	69,811	WY	29,284