



WANTED ACCOUNT DATA HYGIENE™

▶ THE CHALLENGE AND THE SOLUTION

To remain competitive, businesses in a changing marketplace must first understand their current position in the market and then focus their sales efforts on accounts that represent the greatest potential opportunity. Unless you know precisely who your customers are, and also precisely which businesses are not your customers, it is difficult to set new strategies and to manage sales organizations on a daily basis.

In order to achieve a higher level of efficiency and productivity, sales organizations need to base their strategies on high quality information that distinguishes all businesses as either active accounts or prospects. When account files contain duplicates and are not aligned with a standardized business file, sales representatives waste time chasing down incomplete data, overlapping efforts, or approaching current clients for new business based on inaccurate information. This results in poor sales performance.

A part of WANTED's Business Intelligence Suite, WANTED Account Data Hygiene™ creates the foundation for WANTED's Gap Analysis. By cleansing their account files and combining this clean, account-specific data with WANTED's Market Segmentation data, WANTED's Gap Analysis shows our clients very clearly where their strengths and weaknesses are in the marketplace and points to the recruitment and advertising spending they are missing.

▶ PRODUCT FEATURES

WANTED uses proprietary data cleansing and matching technology to eliminate duplicate records within client account files. Additionally, the WANTED Account Data Hygiene process matches a client's records to a third party Business Data file, such as those supplied by Dun & Bradstreet, infoUSA, Acxiom or others. The resulting file is a "clean" list of all customers that conforms to a standardized set of records within the client's overall market.

Typical Users

Finance and Accounting; Sales Operations.

Delivery & Terms

Clients provide WANTED with their database file in a specified format. Following the Account Data Hygiene process, WANTED returns to the client a clean file containing their account information matched to a standard business file.



WANTED is the leading source of on-demand intelligence for the employment marketplace. From on-demand analytics to custom gap analysis, **WANTED's Hire Intelligence On Demand™** products provide clients with the actionable insight they need to succeed in their marketplace.

For more information, please visit our website at www.wantedtech.com.

The Data Hygiene process typically requires eight to twelve weeks from inception to completion. The fees associated with the process are based on the number of client records submitted.

Find Out More

Contact WANTED for more information about our products and services. Our sample reports and ROI calculations will show you the best way for your organization to profit with WANTED's Hire Intelligence On Demand™.

Before Cleansing

Account Name	Billing State/Province	Phone	Fax	Sales Leads Score	Market Potential Estimate	Number of Unique Job Postings
Wanted Technologies	New York	212-206-6825	-			
Wantedtech	Quebec	653-6663	418-653-4206			
Wantedtech Inc.	NY	206-6825	-			
WANTED	QC	866-451-2151	-			

After Cleansing

Account Name	Billing State/Province	DUNS Number	Phone	Fax	Sales Leads Score	Market Potential Estimate	Number of Unique Job Postings
Wanted Technologies	New York	00123456789	212-206-6825	212-555-1234	89	4500.00	42
Wanted Technologies	Quebec	00987654321	418-523-6663	418-653-4206	15	680.00	5

▶ **WANTED ACCOUNT DATA HYGIENE™**

▶ ABOUT WANTED

WANTED is the leading source of on-demand intelligence for the employment marketplace.

Since 1999, WANTED Technologies has gathered data on more than 500 million online job postings--reflecting the ongoing hiring demand of hundreds of thousands of companies posting more than 2.5 million jobs each week. From this consistent and comprehensive acquisition of data, WANTED has created the most timely and accurate record of hiring activity available anywhere.

These resources give WANTED deep insight into employment market conditions and trends. Our clients include leading organizations such as The Conference Board, The New York Times, Monster.com, Careerbuilder, Fidelity Management & Research, and many, many more.

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