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MeritDirect Launches Demandbase– New-to-Market!

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) is proud to announce the launch of the [Demandbase](#) files. Demandbase is the first to offer business contact information free of trial periods and subscriptions. The online service makes it possible for users to quickly acquire highly targeted, and more accurate, contact information via a technology platform that scores every record based on how well it matches a target audience profile, the quality and freshness of the data, and behavior, if response data is available.

The information made available by Demandbase has been sourced from a network of trusted sources and includes more than 5 million professionals across major industries. Each contact in the database has been categorized by Demandbase for efficient segmenting and gets automatically scored for each user to help improve response rates and overall campaign performance. “Merit Direct has proved to be one of the most progressive list management firms in the industry,” said Chris Golec, CEO of Demandbase. “We are pleased to have them representing our service to the broker and agency communities.”

- [Demandbase Business Services File](#) – Universe 316,411
- [Demandbase Construction File](#) – Universe 319,988
- [Demandbase Education File](#) – Universe 286,778
- [Demandbase Electronics File](#) -- Universe 209,812
- [Demandbase Email Masterfile](#) – Universe 712,322
- [Demandbase Energy & Utilities](#) – Universe 101,397
- [Demandbase Entertainment & Media File](#) – Universe 83,088
- [Demandbase Executives & Professionals Masterfile](#) – Universe 3,995,314
- [Demandbase Financial Services](#) – Universe 354,574
- [Demandbase Food & Beverage File](#) – Universe 300,255
- [Demandbase Manufacturing File](#) – Universe 584,822
- [Demandbase Real Estate File](#) – Universe 66,781
- [Demandbase Retail & Distribution](#) – Universe 123,807
- [Demandbase Software & Technology Database](#) – Universe 199,184
- [Demandbase Telecommunications File](#) – Universe 88,513
- [Demandbase Transportation & Logistics File](#) – Universe 109,193

For additional information from MeritDirect, please contact [Greg Policastro](#) at (914) 368-1045.

About MeritDirect:

MeritDirect is a recognized leader in the B2B and B2C direct marketing industry, offering marketers integrated marketing solutions with an array of products and services. Mailers and list owners achieve a superior return on their marketing investment through MeritDirect’s list brokerage, list management, customer list enhancement and optimization, marketing databases and interactive services.

About Demandbase, Inc.

Demandbase offers a new breed of On Demand software that is changing the way sales and marketing teams reach new customers. Demandbase’s online service lets users find and buy business contact information in a simple online shopping environment without any subscriptions or trial periods. Set to each user’s unique requirements, a proprietary scoring engine screens contacts from a network of millions all in a matter of seconds. The targeted lists can then be used to generate high performing marketing programs or as sales leads to increase revenue.. Demandbase’s network of trusted data sources includes industry professionals from 99% of U.S. businesses with more than \$5 million in revenue. The company is headquartered in San Francisco and backed by Adobe Systems, Inc. and Altos Ventures, a leading Silicon Valley venture capital firm. More information is available at www.demandbase.com.

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