Iowa DOT/MTMUG

infogroup®

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Presented by:

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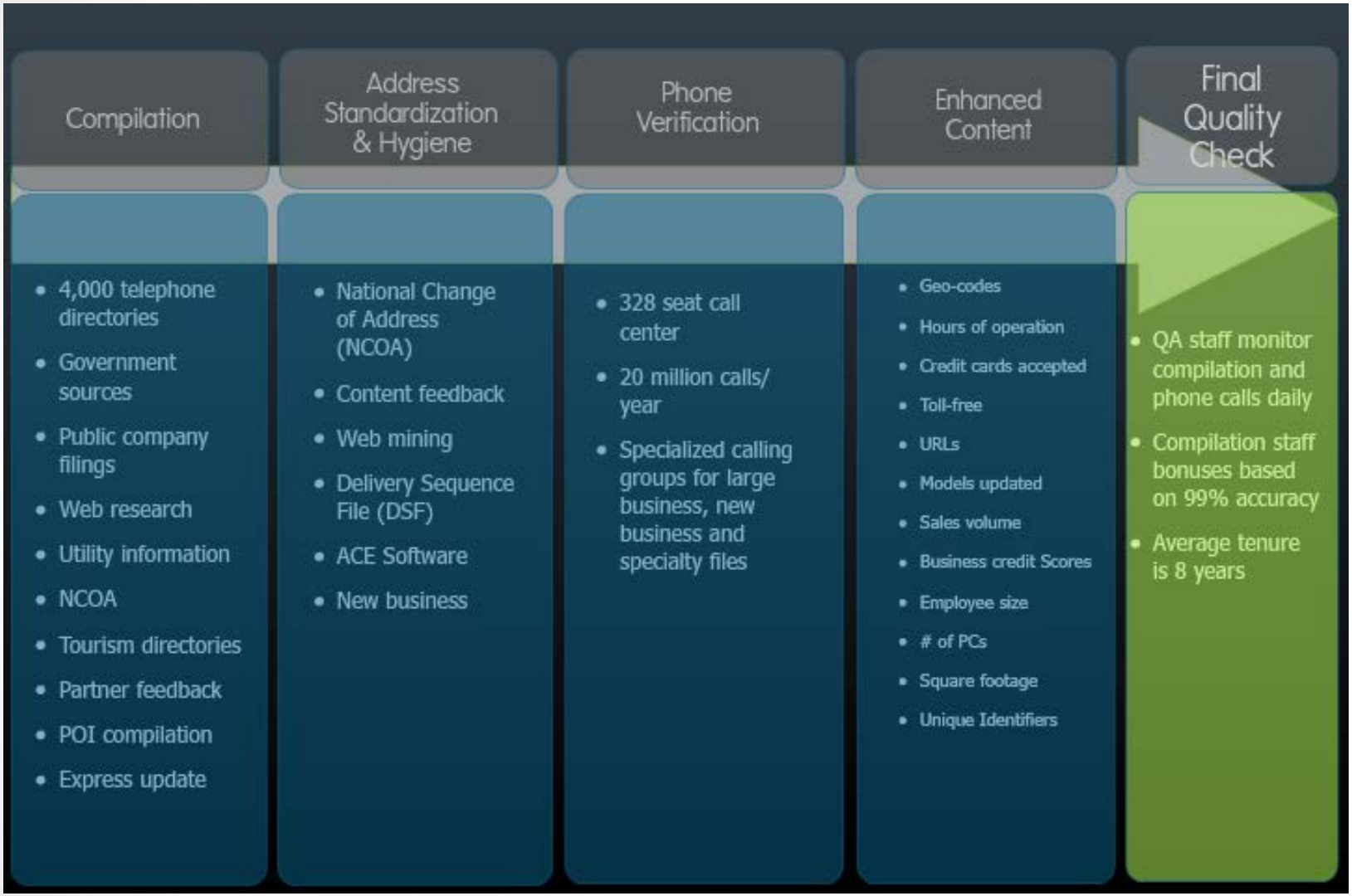
Confidential

Compilation Process



Verification

We pride ourselves on the accuracy of our data. That's why it's important to constantly verify our database content. Within our data center are nine teams making 40 million calls a year. These teams verify our information is correct and ensure if anything changes, our database reflects the change. NO OTHER COMPANY does this.

What we verify:

Phone
Address
Owner or manager at location
Company titles and email addresses
Number of employees
Web address

Iowa Questions

Multiple Records with same site number

- ABI of primary will be the same as site number
  - Shopping mall
  - Management office and all stores in the building

- Each store has a record with same site number

- Each store verified independently

Multiple Records with same site number

- Mercy Medical
  - Doctor
  - Pharmacy
  - Gift Shop

- No employment size is probably a doctor

- If Pharmacy is handled independently – separate count

Employment Numbers

- Phone verification
  - Call main number
  - Go through verification questions
  - Update data base
- Why would numbers be off
  - HR office – gives HR office size
  - No number given – modeled data

NAICS codes

- NAICS based on Government conversion chart
- NAICS is not a call verification question
- Line of Business comes from Yellow Pages
- Express update
- Programmatically

Location

- GeoCodes are from leading commercial provider
- Infogroup will update with reliable coordinates
  - MPO information is a reliable source
- Could be a mailing address for business
  - Location address may not available