



The Key Contact Database For Canada's Leading Organizations

Since 1987, ProFile Canada provides complete, reliable marketing intelligence on a wide range of Canadian companies and organizations.

ProFile Canada B2B Top 40,000 Companies goes beyond basic company demographics, taking some of the guesswork out of your marketing/sales campaign, by providing more comprehensive information in a single source than any other business-to-business database. Over 90% of the companies are **privately owned businesses**, the most difficult information to find.

Profile Canada is updated continuously to ensure that all company profiles are as complete, accurate and timely as possible.

ProFile Canada B2B Top 40,000 presents a comprehensive portrait of an organization, including:

- full mailing address, telephone and fax numbers, and website addresses
- employee size, number of branches, sales revenues
- size of customer base, SIC codes, import-export activity, *The Financial Post* Top 500 Ranking, preferred language

Go to our website www.profilecanada.com
for a complete view of our data capabilities

Key Contacts

Up to 23 executives tracked by function per company

- CEO Executive
- Finance Executive • Credit Executive • Treasurer / Corp Sec. Executive
- Sales Executive • Marketing Executive
- Customer Service Executive
- Human Resource Executive • Pension Fund Executive
- MIS Executive
- Purchasing Executive
- Import/Export Executive
- Telecom Executive
- Administration Executive • CEOs sec/admin Executive
- Office Executive
- Operations Executive
- Corp. Planning Executive
- Info. Resource Executive
- Production & Plant Executive
- Safety Executive
- Training Executive
- Quality Control Executive

Over 50 variables are tracked in the ProFile Canada database, enabling you to prioritize those companies and decision-makers that match your ideal prospect profile.

FREQUENTLY ASKED QUESTIONS

1) What is the ProFile Canada database?

Conceptualized and developed in the late 1980's, the ProFile Canada database is an in-depth information profile of Canada's leading 40,000 public and private companies. ProFile Canada tracks up to 120 individual attributes about each organization in the database.

2) How do you keep your records up to date?

At least one time per year, the entire database is refreshed with updated information through an independent data feed. In addition to this action, we continually solicit and receive updates via email and fax directly from thousands of companies. This update strategy ensures the most current and relevant information as possible is available at all times.

3) How is the ProFile Canada database different from the competitors?

The depth of company and contact data and the average age of the records is what sets ProFile Canada apart from its competition. While many databases collect information on a large number of companies, the information they collect per company is limited compared to ProFile Canada. For example, where ProFile Canada has an average of 11 or 12 executive positions per company, competing databases may have only two or three and in many cases these competitors will only have the CEO. In an industry where records can be on average 18- 24 months old, ProFile's frequent update strategy will save users time, money and reduce wastage caused by incorrect information.

4) Lots of databases have public company information. What is ProFile Canada's private company information like?

Over 90% of ProFile Canada's companies are private businesses. ProFile Canada's single greatest strength as an information tool is its depth of information on privately held companies.

5) What exactly is ProFile Canada on CD?

ProFile Canada on CD is a powerful user-friendly search engine software containing the entire ProFile Canada database. A superior analytical tool, you can easily run searches and queries on dozens of ProFile fields. You can also export data on companies for use in direct marketing campaigns, for further research based analysis and for use in contact management software such as Maximizer™, Pivotal™ or Goldmine™.

6) What is the search software like? How easy is it to use?

The search software is based on existing technology developed over the past five years and has been distributed to tens of thousands of users worldwide. It is very reliable. As well, as a result of the software's extensive testing and continuous improvements, ProFile Canada on CD ROM is a very easy product to learn and use.

7) Can I use the data in other applications? Can it do mailing labels and electronic lists?

Yes, ProFile prepares data for export in three file types (Text, Excel and Access). Any common application will be able to import information from any one of these file types. As well, Profile Canada on CD configures contact and address information into common label formats. Once you have identified a group you would like to contact, in a half a dozen easily followed clicks, you can instantly produce standard sized mailing labels and electronic lists.

8) How easy is it to export?

Exported data is just three button clicks away. As well, you have the choice of exporting the data to a text file, an Excel file or directly to an Access data file.

9) What type of computer do I need?

ProFile Canada on CD ROM will run on any PC with a Windows 95 or better operating system. Any PC purchased in the past four to five years should be powerful enough to handle the software.

10) Can I search by cities, Postal Codes, etc.?

Yes, you can search by all the common search parameters such as city, Postal Codes, sales and number of employees. You can also search by more advanced fields such as type of ownership (public/private), any one of the 23 different executive functions per firm, specific executive names and SIC codes, to name a few.

11) Is ProFile Canada suitable for everyone?

This database is designed for the sales and/or marketing professional who is looking to acquire business from the 40,000 largest and most influential private and public Canadian companies, likely with a multi-contact selling strategy. Profile Canada has deep, intelligent information for each company on such things as SIC, size, sales, employees, age of business, or specific functional executive, thus fueling 1-to-1 marketing and selling strategies. This database is also a good resource for Marketing analysis for things such as market sizing and geo distribution as well as for Sales territory allocation.

Who Uses ProFile Canada?

Anyone who wants the ability to reach decision makers at Canada's leading organizations.

Typical users include:

- Law firms
- Accounting firms
- Consulting firms
- Advertising agencies
- Banks
- Investment dealers
- Mutual fund companies
- Insurance providers
- Niche Financial services organizations
- Corporate fundraisers
- Employment agencies
- Human Resource professionals
- Libraries
- Research organizations
- Colleges
- Universities
- Private education institutions
- Training and seminar providers
- Corporate hospitality providers
- Marketing companies
- Brokers

ProFile Canada Custom List Available!

Looking for a list for marketing or telemarketing? We can provide you custom lists to meet your special needs.

Call us for a quote.

TARGET YOUR IDEAL PROSPECTS

Business to Business Direct Marketers

Access multiple senior decision makers in major companies. Telephone and fax numbers are available for telemarketing and/or sales follow up.

Ideal for:

- highly targeted marketing
- lead generation
- product/service promotions

Sales and Marketing Management

Select prospects by size and type of business, sales territories, import/export opportunities, and more.

Ideal for:

- targeted mailings
- telemarketing
- market planning
- competitive analysis
- sales prospecting

Financial Services

The first comprehensive marketing database of Canadian businesses that includes valuable intelligence on employee benefits, pension funds, as well as names of key corporate officers.

Ideal for:

- strategic and market planning
- competitive analysis
- identifying domestic and import/export opportunities

License to Use

ProFile Canada comes with a one-year user license, allowing users to have the ability to use the export ProFile data for many different purposes. Once exported, the data can be directly merged into corporate databases (CRM), personal organizers and corporate sales and marketing lists.

PLEASE CONTACT US FOR MORE INFORMATION ON PROFILE CANADA