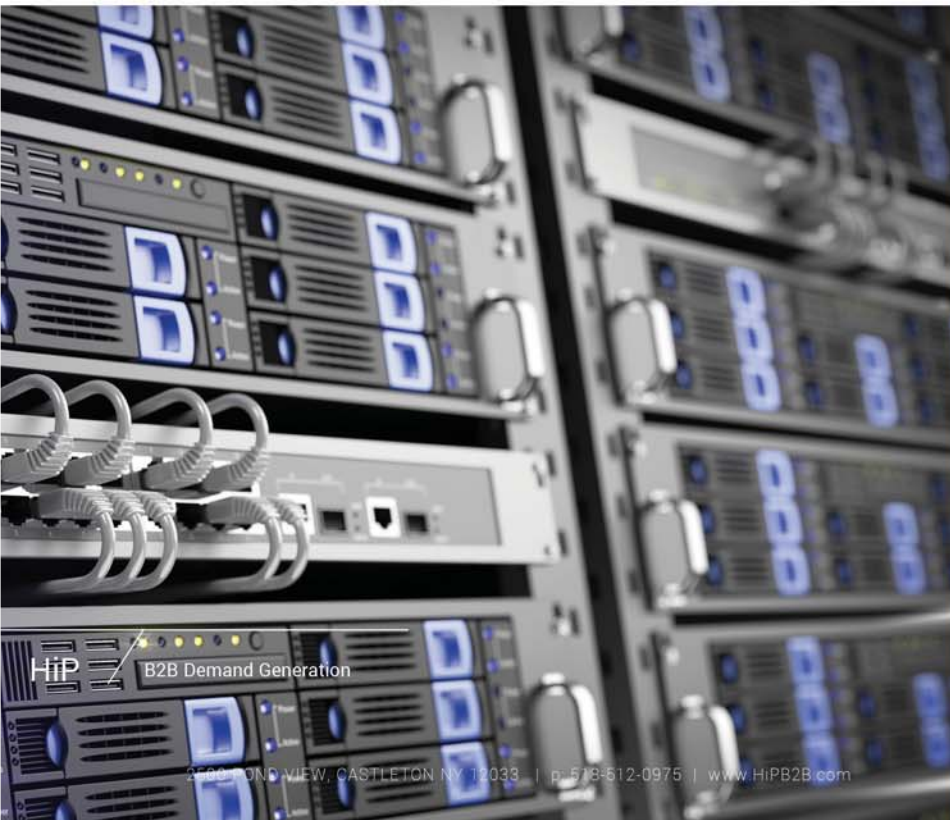# B2B
Demand Generation
Contact Database

Data is at the heart of everything we do here at HiP. It's what allows to deliver consistent, quality leads to our clients. Accordingly, we take data very seriously.
Our database consists of more than 45 million complete B2B contact records, purchased from a variety of leading data vendors. The database is comprise of only business contacts. There are no Gmail, Yahoo!, Hotmail, or other personal email addresses.

These 45 million contacts span companies of all sizes, from 5-person small businesses to Fortune 500 corporations. Geographically, these contacts are concentrated in the United States; however, HiP also has coverage of other English-speaking countries, including the United Kingdom and Australia.

In addition to offering sizable quantity and variety of data, HiP takes great strides to ensure records are of the highest quality. Data is automatically filtered to remove inactive or undeliverable records. The entire database is run through third-party hygiene on a monthly basis. Additionally, HiP's daily Call Verification process continually confirms information, updates out-of-date data, and removes invalid records. As a result of these three processes, HiP is able to offer incredibly complete, current, and accurate contact records.

The HiP B2B Contact Database has coverage in a wide variety of industries:

- Business Services
- Information Technology (Hardware and Software)
- Healthcare
- Financial Services
- Manufacturing
- Telecommunications
- Agriculture
- Government
- Education