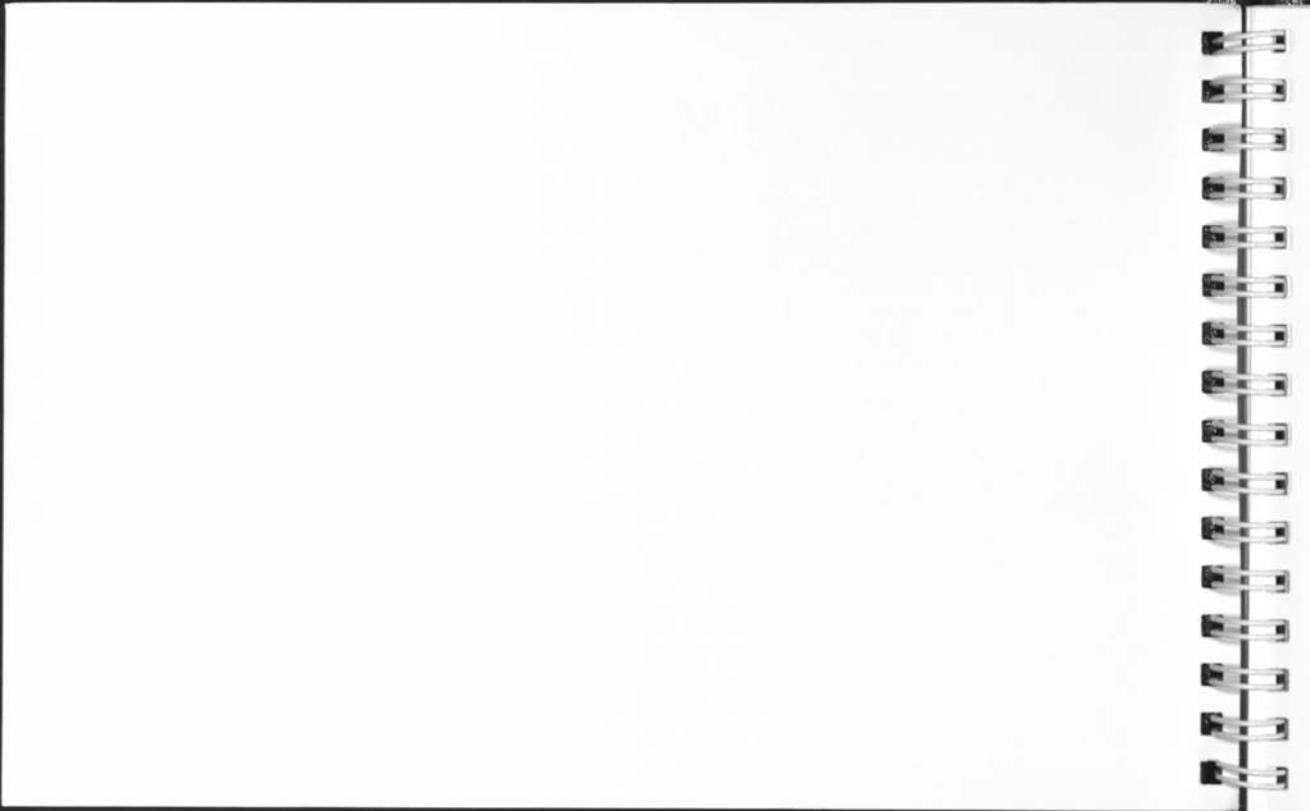


Lotus MarketPlace

User's Guide



Business



Lotus MarketPlace: Business

User's Guide

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The following is a list of the
 names of the persons who
 were present at the meeting
 held on the 10th day of
 June, 1914, at the
 residence of Mr. J. W. [Name]
 in the town of [Name],
 county of [Name], State of [Name].

The names of the persons who
 were present at the meeting
 held on the 10th day of
 June, 1914, at the
 residence of Mr. J. W. [Name]
 in the town of [Name],
 county of [Name], State of [Name].

What Is MarketPlace

math 101

What Is MarketPlace

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What You Get

US business
database



Lotus MarketPlace™: Business delivers a database of names, addresses, and marketing information on over 7 million US businesses on a single CD-ROM.

Lotus Desktop Marketing
software

With MarketPlace™, you can easily perform all of the tasks involved in finding new customers:

- targeting prospects
- analyzing markets
- printing lists, envelopes, call sheets, and reports
- exporting your data to other software programs

Meter

The MarketPlace meter works like a postage meter, so you only pay for the names you use. You start with permission to use 5,000 names. You can purchase meter refills whenever you need more names.

User support

MarketPlace integrates multimedia demos and the complete ondisc "User's Guide" into its Help system to enhance ease of learning and ease of use.

Related topics

[The Meter](#)

[User Support](#)



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What You Need

Apple Macintosh computer	To run MarketPlace, you need any model Mac II, SE, Plus, or Portable, at least 4 megabytes of RAM, and a hard disk with at least 5 megabytes of free space.
Compact disc (CD) drive	An AppleCD SC™ or 100% compatible is required.
Printer	<ul style="list-style-type: none">• any model Apple® LaserWriter® or compatible• any model Apple ImageWriter® or compatible <p>NOTE: Check your printer's instruction manual—some printers cannot print certain forms, such as index cards or envelopes, without special add-ons.</p>
Macintosh System software	Macintosh® System 6.0.2 or later (the latest version is included on every MarketPlace CD-ROM) and MultiFinder™ (included with system 6.0.2 or later)
HyperCard	You need HyperCard® 1.2.2 or 1.2.5. If you don't have HyperCard, either Starter Setup or MarketPlace Setup will install it.
MarketPlace installation	See "Getting Started."



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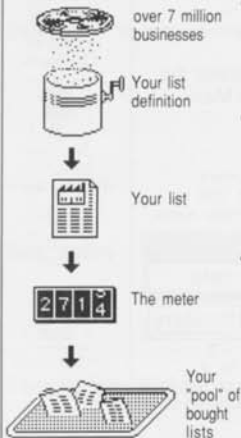
Leave Guide



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How MarketPlace Works



Related topics

1 Define list

First you indicate the kinds of prospects you want to include on a list for target marketing or analysis. The criteria you choose comprise the "list definition."

2 Examine list

MarketPlace finds all the records in the database that match your list definition and builds the list for you to examine. You can return to the list definition to make changes and build new lists.

3 Use list

BUY LIST. When you have a list you'd like to use, you activate the meter to buy the list. The meter keeps track of your purchases so that you only "pay" for the names you use.

USE LIST. After you buy a list, use it as often as you like to print envelopes, call sheets, and reports or to export for use with other software products.

[Defining a List](#)

[Examining a List](#)

[Using a List](#)



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The Main Screen

The Main Screen is the command center of MarketPlace.

Click the icon or choose the List menu command that represents the task you want to perform. When you're done, return to the Main Screen to choose another task.

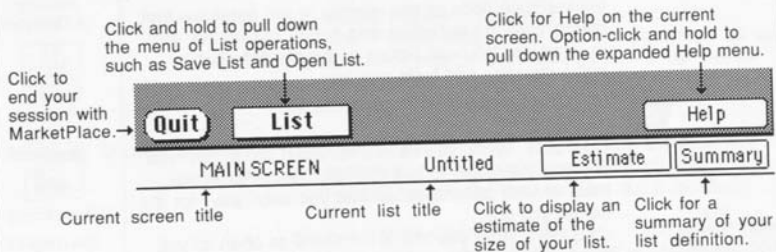


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The Data

Data fields for each record

- business name, address, and telephone number
- number of employees, annual sales, type of business, and national rank within that type (by sales)
- executive name and title
- company status—publicly or privately held, headquarters, branch, or subsidiary

Data source

Trinet® of Parsippany, NJ, a leading supplier of business-to-business marketing information.

Data quality

Although records are verified and updated regularly, with over 2 gigabytes of marketing data compiled on over 7 million businesses, some inaccuracies are unavoidable. See "The Lotus Desktop Marketing™ Advantage" for details on data quality.

Exploring the database

Choose Browse Database from the List menu on the Main Screen to see part of any record. Type the name of the business you want to find into the Browse text box. If MarketPlace can't find it in the database, try typing its official acronym or abbreviation.



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Subscriptions

Your initial purchase

Your initial purchase includes the Starter CD-ROM and one Data CD-ROM. Lotus® sends you the Data CD-ROM after you submit your order form.

Yearly subscriptions

Lotus issues a new Data CD-ROM every quarter. If you buy a subscription, Lotus sends you quarterly CD-ROMs for a year (4 Data CD-ROMs in addition to the one included in your initial purchase). Meter refills are purchased separately.

Why buy a subscription

About 30% of the database will change over the course of a year. A subscription ensures that every list you build is as fresh and deliverable as possible. You can renew your subscription every year for substantially less than the cost of a new copy of MarketPlace.

How to buy a subscription

Call Lotus Customer Service at 800-343-5414, Monday–Friday, 8:30 am to 8:00 pm Eastern Time, or use the order form. Major credit cards are accepted.

Related topics

[The Meter](#)

[Data Options](#)



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Desktop Marketing Examples

Direct marketing and prospecting

- target new customers
- expand into new geographic markets
- introduce new products or product lines
- announce a new promotion

Market research and analysis

- define the potential of a new market
- test market a new product or concept
- sample a potential customer base
- conduct a market study or survey

Site/franchise planning or selection

- assess market potential based on the competition
- determine market potential and franchise placement
- expand sales or service facilities

Sales territory analysis

- define territories for sales representatives
- determine representatives' quotas based on market size
- quantify budgets and allocate resources

Related topics

[Targeting Prospects](#)

[Sampling a List](#)

[Analyzing a List](#)



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Responsible Use

Authorized uses

Lotus MarketPlace is intended for direct marketing and market analysis by responsible, legitimate businesses and nonprofit organizations.

Unauthorized uses

Using Lotus MarketPlace for any type of misleading, fraudulent, or illegal purposes is prohibited by Lotus Development Corporation, MarketPlace data suppliers, and the Direct Marketing Association.

List reselling

You have unlimited use of data bought with the meter; however, a list created with MarketPlace: Business may not be resold to more than one user.

For details...

Please read the following, which are included in your MarketPlace package:

- the Lotus License Agreement
- the Lotus Statement of Principles and the Direct Marketing Association's "Ethical Guidelines for Direct Marketing" in "The Lotus Desktop Marketing Advantage"



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User Support

Getting the Most from Your Support

Before you call, please check the following information to help us assist you more effectively:

1. Verify that you are using the correct version of the software and that you have the latest updates installed.

2. Check the user manual or help files for any troubleshooting tips related to the issue you are experiencing.

3. If you are unable to resolve the issue, please provide a detailed description of the problem, including any error messages.

4. Please provide your account information and contact details so we can assist you more efficiently.

5. If you are using a third-party application or service, please ensure that it is compatible with our software and that you have the necessary permissions.

How to Contact Us

For general inquiries, please contact our support team at support@company.com or call 1-800-555-1234.

For urgent issues, please contact our emergency support line at 1-800-555-5678.

Our support hours are Monday through Friday, 9:00 AM to 5:00 PM EST. For after-hours support, please refer to our website for additional information.

We are committed to providing you with the best possible support experience. Thank you for choosing our products and services.

Best regards,
Support Team

Company Name
123 Main Street
City, State, ZIP

Phone: 1-800-555-1234
Fax: 1-800-555-5678

Website: www.company.com

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THE HISTORY OF THE UNITED STATES OF AMERICA

CHAPTER I
THE DISCOVERY OF AMERICA
The first discovery of America was made by Christopher Columbus in 1492. He sailed from Spain across the Atlantic Ocean and reached the island of San Salvador in the Bahamas. This event marked the beginning of European exploration and colonization of the Americas.

CHAPTER II
THE EARLY YEARS
In the early years of the 17th century, many European settlers came to North America. They were attracted by the promise of land and wealth. The first permanent English settlement was founded in Jamestown, Virginia, in 1607. Other settlements followed in New England and the South.

CHAPTER III
THE STRUGGLE FOR INDEPENDENCE
The American colonies grew in population and power. They began to resent British control and taxation. The struggle for independence began in 1775 with the Battle of Lexington. The Continental Congress declared independence on July 4, 1776. The war ended in 1781 with the Battle of Yorktown. The United States was born.

CHAPTER IV
THE EARLY REPUBLIC
The new nation faced many challenges. It had to establish a government and defend itself against foreign powers. The Constitution was written in 1787 and ratified in 1789. The first President, George Washington, took office in 1789. The early years of the Republic were marked by growth and development.

CHAPTER V
THE WESTERN EXPANSION
The United States expanded westward in the 18th and 19th centuries. Settlers moved to new lands, seeking better opportunities. The Louisiana Purchase of 1803 doubled the size of the country. The Mexican-American War of 1846-1848 resulted in the acquisition of California and other western territories. The gold rush of 1849 further fueled westward expansion.

CHAPTER VI
THE CIVIL WAR
The Civil War broke out in 1861 over the issue of slavery. The Southern states seceded from the Union, and the war began. The Union emerged victorious in 1865. The war resulted in the abolition of slavery and the preservation of the Union. Reconstruction followed, but the South remained a source of conflict.

CHAPTER VII
THE GROWING ECONOMY
The United States experienced rapid economic growth in the late 19th and early 20th centuries. The Industrial Revolution brought new technologies and increased production. The country became a major world power. The Gilded Age was characterized by wealth and corruption. The Progressive Era sought to reform society and government.

CHAPTER VIII
THE 20TH CENTURY
The 20th century was a time of great change for the United States. World War I and World War II established the country as a superpower. The Cold War followed, with tensions between the United States and the Soviet Union. The civil rights movement fought for equality for all Americans. The space race and the Vietnam War were also significant events of the century.

User Support

Demo

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Ondisc User's Guide Features

This is the current TOPIC. Click the DEMO button to play the Demo on the current topic (where available).

These NUMBERS show which page is currently displayed out of the total pages on this topic.

HOT NOTES are on-the-spot definitions or explanations. Click and hold a word or phrase with a dotted underline to see its hot note. ←Try clicking this one.

PAGE NUMBERS are the same ondisc and in print.

Click the PREVIOUS ◀ or NEXT ▶ arrows to page through the "User's Guide." Option-click them to jump to the previous or next topic.

RELATED TOPICS are buttons at the bottom of many "User's Guide" pages. Click one to go to the related topic.
TIP: You can click the BACKTRACK button on the action panel if you want to return.

Defining a List

Click the following icons to:

display the "User's Guide" table of contents



Table of Contents

see lists of the two kinds of multimedia help



Movies & Demos

display the "User's Guide" index



Index

retrace your steps through the "User's Guide"



Backtrack

return to Lotus MarketPlace



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Kinds of User Support

The Starter CD-ROM
(the CD-ROM in the
package you purchased)

The Starter CD-ROM introduces you to MarketPlace Business. It includes a Sampler stack with access to:

- a computer-based video about MarketPlace (requires a Macintosh II with an 8-bit color video board)
- complete Lotus Desktop Marketing software, but not including the meter
- sample data (for learning purposes only—the names and addresses are fictitious)
- sample versions of third-party enhancement products

Help



Help

Help shows you how to use MarketPlace features step-by-step. The 4 ways to display Help for any screen:


- click the Help button in the upper-right corner
 - press Command-? (Command is the key with  on it next to the Space bar)
 - press the Help key on extended keyboards
- Option-click and hold the Help button to display the expanded Help menu, and then choose Help.
- Option-click this practice button, which displays the menu but won't actually take you anywhere.



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Kinds of User Support, continued

User's Guide

The "User's Guide" (what you're reading now) provides detailed information on using MarketPlace. The 2 ways to display the ondisc "User's Guide":

- click the "User's Guide" button in any Help box to go directly to the relevant page on that feature
- Option-click the Help button to display the expanded Help menu, and then choose what you want to see: the relevant page (choose "User's Guide"), the Table of Contents, Index, or Movies & Demos.

Demos

Demos are animated, narrated demonstrations about using specific features. The 3 ways to play a Demo:

- click a Demo button in Help or in the "User's Guide" (like the one at the top of this page)
- choose Demo from the expanded Help menu to go directly to the Demo on the current screen
- click a Demo title in the Movies & Demos section of the "User's Guide"

TIP: To stop the action, rewind, or display captions, click the mouse button during a Demo.

NOTE: Some simple features do not have Demos.



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Kinds of User Support, continued

MarketPlace Movies

MarketPlace Movies are short takes of typical users doing desktop marketing with MarketPlace.

The 2 ways to play a movie:

- click "MarketPlace Movies" on the opening product screen
- click a movie title in the Movies & Demos section of the "User's Guide"

Printed documentation

- GETTING STARTED—installation, "Click Tour" tutorial, glossary, and troubleshooting guide
- THE LOTUS DESKTOP MARKETING ADVANTAGE—advice for successful desktop marketing with MarketPlace
- USER'S GUIDE—the same Guide in print and ondisc
- QUICK REFERENCE CARD—tips, reminders, and short cuts

If you have technical questions...

Call Lotus Customer Support at 800-223-1662, Monday–Friday, 8:30 am to 8:00 pm Eastern Time.



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Leave Guide

Kinds of User Support, continued

User's Guide—

What's the same

Topics, text, and page numbers are exactly the same.

What's different

- the print Guide is portable—take it anywhere
- the ondisc Guide is always available when you use MarketPlace, because it's part of the product

Hot notes

- in print, definitions are in a central glossary
- ondisc hot notes, indicated by a dotted underline, can be clicked on the spot

Table of contents

- the print Guide has a conventional table of contents
- the ondisc Guide has a graphical table of contents with hypertext links into the Guide

Index

- the print Guide has a conventional index
- the ondisc index has hypertext links into the Guide

Navigation

- in the print Guide you turn pages by hand
- in the ondisc Guide you navigate by clicking active places on the screen (called buttons), such as the Next and Previous page arrows, and the Index icon



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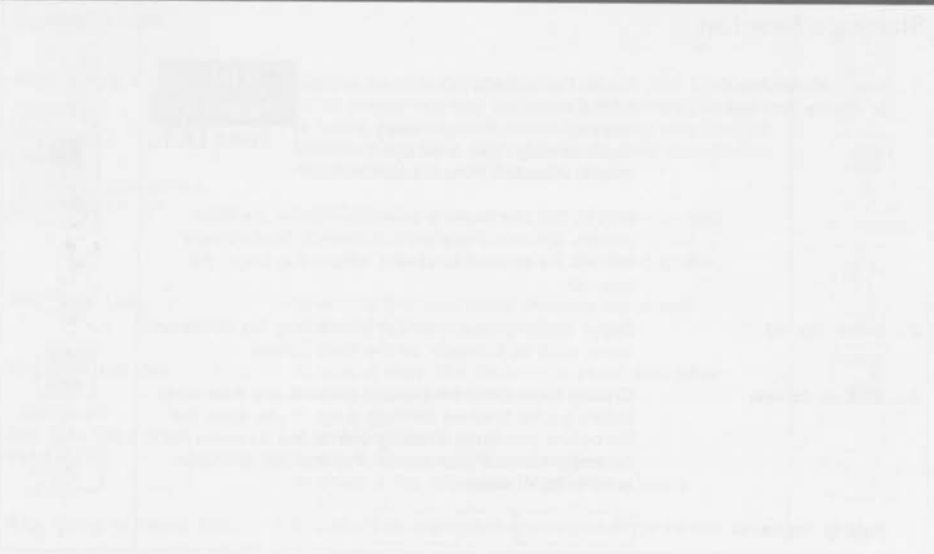
Backtrack



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Date	Description	Amount
1/1/20	Opening Balance	100.00
1/15/20	Cash on hand	50.00
1/20/20	Bank of America	25.00
1/25/20	Wells Fargo	15.00
2/1/20	Chase	10.00
2/10/20	Citigroup	5.00
2/15/20	Total	205.00

About the List Menu



About the List Menu

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Starting a New List

1. Start MarketPlace or choose New List

MarketPlace starts up with an empty list definition, so you can begin defining a new list right away. If you already have a list open, choose New List from the List menu.



List
New List
Open List...

NOTE: The List menu is available only on the Main Screen. If the current list is unsaved, MarketPlace will ask if you want to save it before you begin the new list.

2. Define the list
3. What to do next

Begin defining your new list by clicking list definition icons, such as Location, on the Main Screen.

Choose Save List from the List menu at any time, even before you're finished defining a list. If you save the list before you build it (using one of the Examine list options), MarketPlace saves only the list definition, not the list of names.

Related topics

[Defining a List](#)

[Examining a List](#)



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About the List Menu

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Saving a List

About Saving a List



MarketPlace
list file

Saving a list stores the current list on your hard disk or on a floppy disk. If you save a list before you build it (using Preview or Analyze List), then only the list definition is saved. Saving a list or a list definition doesn't subtract units from the meter.

NOTE: Saving a list stores the list definition and references to specific records. About 16,000 "records" can be stored on an 800K floppy disk.

Why Save List

- to ensure that your latest changes are stored
- to examine and use a list later

Why Save List As...

- to save a copy of a list to experiment with while leaving the original unchanged

Why Save Copy of Definition

- to save disk space
- to use it as a template for new lists
- to share a list with other MarketPlace users

Why Revert to Saved List

- to cancel any changes made to a list since the last save



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& Demos



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About the List Menu

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Saving a List, continued

How to Save a List

Choose the appropriate command from the List menu. Select the disk drive (hard disk or floppy) to which you want to save the list, and give the list a name. See "Getting Started" or your Macintosh owner's manual for help with the Macintosh Save box.

NOTE: You can't save anything onto a CD-ROM. If you're saving to a floppy, be sure to insert it first.

TIP: When you choose Save Copy of Definition, the default file name includes the letters "def." You might want to keep "def" in the file name as a reminder that this file contains only a list definition, not a list. When you build a list using this definition, you might want to remove "def" from the file name, or even change the name of the list altogether. This is important if you plan to buy the list or want to keep the definition as a template.

How to find the name of the current list

It's near the top, at the center of most screens.
NOTE: Until you save a list, its name is "Untitled."



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About the List Menu

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Opening a List

About Opening a List

Opening a list means retrieving a MarketPlace list file from the disk you saved it to—your hard disk or a floppy disk. You can have only one list open at a time, except when you are merging lists. Opening a list doesn't subtract units from the meter.

Why Open a List

- to examine or use it
- to use it as a template for new lists—for instance, by creating a template for different sales territories, where only the location setting needs to be changed or added
- to update a previously defined list with data from a new CD-ROM
- to get a sample of it
- to merge it with another list
- to redefine it (you will need to rebuild it afterward)

Related topics

[Examining a List](#)

[Using a List](#)

[Sampling a List](#)

[Merging Lists](#)



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Opening a List, continued

How to Open a List

Choose Open List from the List menu and open the list file you want. If you don't remember where you saved the file, use the Macintosh Find File desk accessory under the Apple menu. Refer to your Macintosh owner's manual for help with the standard Macintosh Open box.



NOTE: If you saved the list to a floppy disk, you must also insert that floppy disk into the disk drive. To open a list that has already been built, you must start MarketPlace with the same CD-ROM used to create it, unless you want to rebuild the list using a newer CD-ROM.

Getting a summary of a list definition

For a summary of a list's definition, click Summary.

Related topics

Summarizing



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About the List Menu

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Opening a List, continued

To use a list definition as a template

1. Use the most recently issued CD-ROM to open a list.
2. Adjust the definition if you want to: Option-click any list definition icons you want to clear, and then click the icons you want to redefine.
3. Click an Examine list icon to build the new list.

To find new records on a CD-ROM update for a previously defined list

1. Use the most recently issued CD-ROM to open a list.
2. Click Data Options; then click "New to the CD-ROM."
3. Click an Examine list icon to build the new list.

NOTE: If you've already built the list using an earlier CD-ROM and you bought that list, you must still buy it again after you rebuild the list using new data. However, by adding "New to the CD-ROM" from Data Options to the same list definition, you can build a new list that includes only new records that meet the list definition. Then you can buy just those records.

Related topics

[Examining a List](#)

[Data Options](#)



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About the List Menu

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MarketPlace File Formats

File Types Desktop Icons File Formats

List Definition:
with List
without List



These files are saved as MarketPlace list files. If you save a list before you build it, or if you save using Save Copy of Definition, then only the list definition is saved.

List only:

Sample List
Remainder List
Merged List



These files are saved as MarketPlace list files. Because these lists aren't associated with a list definition, you can't change them using Define list icons or view a complete list summary.

Text files:

Export
Analysis
Summary



These files are saved as tab-delimited text files. You can open them using any software product that reads this format, such as most spreadsheet, database, or word processing products. MarketPlace doesn't read these files. Refer to your product's owner's manual for guidance on importing files.

Related topics

Defining a List

Examining a List



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Sampling a List

Demo

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Introduction

Why sample a list

- to do a test mailing or a telemarketing sample
- to divide a large list into smaller pieces

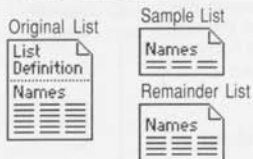
What is sampling a list

Sampling makes a temporary copy of a list and divides it into two pieces: the Sample list and the Remainder list. Your original list is unchanged.

BEFORE SAMPLING



AFTER SAMPLING



Before you can sample a list, you must first build it by choosing one of the Examine list icons. Then you can sample the list. You can save the Sample list, or both the Sample and Remainder lists. If you sample before you buy, you can buy the Sample, the Remainder, or both, without buying the original list. If you sample after you buy, both Sample and Remainder are considered "bought."

Because a sampled list isn't connected to the original list definition, you can't view a complete list summary or change the list using Define list icons.

Related topics

[Buying a List](#)

[Saving a List](#)

[Examining a List](#)



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Sampling a List

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Sampling Options

Sample a Number of Records, or
Sample a Percentage of the List

Choose Number of Records when you want a sample of a specific size, such as 100 or 1,000 names.

Choose Percentage of the List when you want a proportion of the list, such as 2% or 25%.

Whichever way you sample, names are chosen from the list at random.

Save Sample, or
Save Sample and Remainder

Save just the Sample list when you won't need to sample the list again.

TIP: If you sample the original list again using the same sampling type and number, you'll get the same names in the second sample. Save both the Sample and Remainder lists if you think you might need a fresh sample from the same list.

Whichever list(s) you save, your original list will not be changed.



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Sampling a List

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How to Sample a List

1. Choose Sample List

Choose Sample List from the List menu.

2. Enter a number or percentage

Type into the text box next to the sampling type you want.

Number of records: records

button text box

↓ ↓

Percentage of the list: % of list

3. Save the lists you want or click Cancel if you change your mind

- Click the appropriate button on the action panel:
- to save the Sample list only, click Save Sample
 - to save both lists, click Save Sample and Remainder
 - to return to the Main Screen without sampling, click Cancel

In any case, your original list will not be changed.



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Sampling a List

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Examples

Doing a test mailing or telemarketing sample

1. Set Number of Records or Percentage of List.
2. Click Save Sample and Remainder.
3. Buy and use the Sample list.
4. Buy the Remainder list if you're satisfied with the results, or redefine the original list and sample again.

Creating multiple samples of a list

1. Set the Number of Records or Percentage of the List.
2. Click Save Sample and Remainder.
3. Buy and use the Sample list.
4. Sample the Remainder list using steps 1, 2, and 3.
5. Keep sampling the Remainder lists (repeat steps 2, 3, and 4) until you've selected all the records in the list.

Buying part of a list when your meter is low

1. Choose Meter from the List menu and set the Number of Records to the number of units left in the meter.
2. Click Save Sample and Remainder.
3. Buy and use the Sample list.
4. Refill the meter.
5. Buy and use the Remainder list.

Related topics

[Saving a List](#)

[Buying a List](#)

[Defining a List](#)

[The Meter](#)



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Merging Lists

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Introduction

Why merge lists

- to combine two lists into one and remove duplicate names
- to find the names that appear on two lists
- to avoid buying names you've already bought
- to create complex targeting specifications

What can be merged

Only lists created with the same CD-ROM can be merged. That disc must be in the CD drive when you merge. To merge lists created with different CD-ROMs, export them and then merge them in a database product.

When to merge

You don't need to buy lists before you merge them; you can buy just the merged list if you want to.

Merging:

two bought lists
two unbought lists
bought and unbought list

Results in:

a bought list
an unbought list
an unbought list

You need to buy:

no names
all the names
all the names, including those already bought

Related topics

[Buying a List](#)

[The Meter](#)



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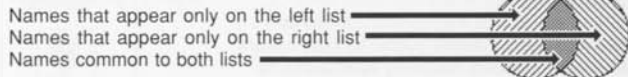
Merging Lists

Demo

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Merging Options

Merging organizes the names from two lists into:



Merge Types:

Union



Merged list includes all names on both lists, with no duplicates.

Intersection



Merged list includes only names common to both lists.
NOTE: In this case, the result may yield no names.

Union minus intersection



Merged list includes left list and right list, excluding names that are common to both lists.

Left list minus intersection



Merged list includes left list, minus the names that are common to both lists.

Right list minus intersection



Merged list includes right list, minus the names that are common to both lists.



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Merging Lists

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How to Merge Lists

- 1. Choose Merge Lists** Choose Merge Lists from the List menu.
- 2. Open two lists** The current list appears on the left side. If you haven't saved it yet, do that first. Click Open List on the right side to open the second list. If you want a different list, click Close List under the list you want to close; then click Open List to open a different list.
- 3. Click a merge type** Click one of the merge types (see previous page).
- 4. Start merging or click Cancel** Click Merge on the action panel. Name and save the merged list. MarketPlace will take a few moments to build the list. To return to the Main Screen without merging, click Cancel.

A rectangular button with a dotted border and the word "Merge" in the center.

NOTE: The list that was open when you merged will also be your open list after the merge.

NOTE: Your original two lists remain unchanged when you merge. Merging creates a new, third list.

Related topics

[Saving a List](#)

[Opening a List](#)



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Merging Lists

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Using Merged Lists

What you CAN do with a merged list

You can treat a merged list like any other MarketPlace list, except in two instances. You CAN:

- examine it using Preview List or Analyze List
- merge it again with another list
- sample it using Sample List from the List menu

After you buy it, you can:

- use it for Mailing Labels, Reports, or Export

What you CANNOT do with a merged list

Because a merged list doesn't have an associated list definition, you CANNOT:

- redefine a merged list with the Define list features
- display a detailed Summary. When you open a merged list and click Summary, a general list description is displayed without specific settings.

Related topics

[Previewing a List](#)

[Analyzing a List](#)

[Sampling a List](#)

[Exporting a List](#)

[Defining a List](#)

[Summarizing](#)



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Merging Lists

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Examples

Union



You're targeting two lists of prospects and you want to be sure not to contact the same name twice.

EXAMPLE: You and your colleague each build a successful list for specific campaigns. You want to merge them for a new campaign.

Intersection



You want only names that match two list definitions.

EXAMPLE: One list targets prospects similar to your best customers. Another list targets your best guess about potential hot prospects. You want to find the names that are on both lists.

Union minus intersection



You want all the names except those that are common to both lists.

EXAMPLE: Your merged list above was so successful, you decide to expand this campaign to include the rest of both lists. Merge the same two lists, using Union minus intersection this time.



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Merging Lists

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Examples, continued

Left list minus
intersection, or



Right list minus
intersection



You've bought a list and then built another list. You want to remove the names from the second list that you've already bought—and contacted.

EXAMPLE: You've bought and marketed to your list of potential Hot Prospects. Then you build another list, Campaign '90. Before buying this list, you want to be sure not to buy—or contact—any of the Hot Prospects again. Using Left list minus intersection, open the Campaign '90 list on the left side and open Hot Prospects on the right. After you merge, you'll have a list of all the Campaign '90 names minus the Hot Prospects. Save the merged list under a new name, or save it under Campaign '90 and replace the original Campaign '90 list.



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Defining a List

Introduction

Defining a List

Conclusion

The purpose of this document is to define a list and its components.

A list is a collection of items, which can be ordered or unordered.

The items in a list can be of any data type, including strings, numbers, and objects.

Lists are mutable, meaning that their contents can be changed after they are created.

Lists are created using square brackets and commas to separate the items.

For example, the following code creates a list of numbers:

```
my_list = [1, 2, 3, 4, 5]
```

The list can be accessed using indexing, starting from 0.

For example, the following code prints the first element of the list:

```
print(my_list[0])
```

Conclusion

Lists are a fundamental data structure in Python.

They are used to store and organize data.

Lists are mutable and can be modified.

Lists are created using square brackets.

Lists are accessed using indexing.

Lists are a powerful tool for data manipulation.

Lists are used in many applications.

Lists are a key concept in Python programming.

Lists are essential for working with data.

Lists are a core part of the Python language.

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1. Introduction

2. Objectives

3. Methodology

4. Results

5. Discussion

6. Conclusion

7. References

8. Appendix

9. Acknowledgements

10. Contact Information

The purpose of this study is to investigate the effects of various factors on the performance of a system. The objectives of the study are to identify the key factors that influence performance and to determine the optimal configuration of these factors. The methodology used in this study is a combination of experimental and analytical techniques. The results of the study show that the performance of the system is significantly affected by the configuration of the factors. The discussion of the results highlights the importance of these factors and provides insights into the underlying mechanisms. The conclusion of the study is that the optimal configuration of the factors is crucial for maximizing the performance of the system. The references listed in this study provide a comprehensive overview of the current state of research in this field. The appendix contains the detailed data and calculations used in the study. The acknowledgements section expresses the gratitude of the author to the individuals and organizations that supported this research. The contact information provided at the end of the study allows for further communication and collaboration.

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Defining a List

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Introduction

1 Define list

How to define a list

Your first step in creating a list is to tell MarketPlace what kinds of prospects you want.

1. You can begin defining a new list as soon as you start MarketPlace. Or, if you already have a list open, choose New List from the List menu.
2. Define your list by clicking the appropriate icons in step 1 (Define list) on the Main Screen.
NOTE: Option-click an icon to clear all its settings.
3. Click Estimate when you want an estimate of the number of records in your list-in-progress.
4. Click Summary when you want a summary of your list definition.
5. Save the list or the list definition at any time. The meter will not be activated until you "buy" the list.

What to do next

Click an Examine list icon on the Main Screen. MarketPlace will build the list for you to examine.

Related topics

Targeting Prospects	Starting a New List	Estimating	
Summarizing	Saving a List	Buying a List	Examining a List



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Defining a List

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Targeting Prospects

1. Decide what kind of prospects you want
2. Define your list to find those prospects

Example

Before you begin to define a list, decide what kinds of businesses you are trying to reach. See "The Lotus Desktop Marketing Advantage" for in-depth advice.

- MarketPlace lets you target businesses by:
- size—using annual sales or number of employees
 - type of business—using the SIC system
 - region—using geographic location or area code

If you are marketing medical supplies to small medical practices and clinics around Santa Cruz, CA, you might do the following to define your list:

- set Number of Employees to 9 or fewer
- in Type of Business, open "Division I: Services" and "Major Group 80: Medical," and include "8011: Offices and Clinics of Medical Doctors"
- set Location to Santa Cruz County, CA

TIP: If you can't find a specific location or type of business, click Find on any Location or Type of Business screen and MarketPlace will find it for you.



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Defining a List

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Targeting Prospects, continued

Marketing computer systems to real estate offices in greater Chicago

1. Set Annual Sales to \$1,000,000–\$10,000,000
2. Set Type of Business to "Major Group 65: Real Estate"
3. Set Location to the Chicago metro area

Telemarketing liability insurance to hotels in the Austin–San Antonio area

1. Set Type of Business to Industry "7011: Hotels and Motels"
2. Set Area Code to 512 in Texas

Introducing a shipping service to the electronics industry in the Northwest

1. Set Type of Business to all of "Major Group 36: Electronics Equipment" and to Industry "3571: Computers"
2. Set Location to Washington and Oregon

Marketing security systems to small retail stores in midtown Manhattan

1. Set Number of Employees to 9 or fewer
2. Set Type of Business to "Division G: Retail"
3. Set Location to zip codes 10018, 10019, 10020, and 10036

Related topics

Annual Sales

Type of Business

Area Codes

Location

Number of Employees



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Defining a List

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Estimating List Size

About Estimate

Estimate provides an estimate of the number of names the current list definition will select from the CD-ROM. It's closer when your definition has fewer criteria or only includes Locations and Types of Business. It is generally within 20% of the exact count.

When to get an estimate

Click Estimate after you make one or more list definition choices. If the estimate is much higher or lower than you'd like, adjust the list definition accordingly.

How it works BEFORE the list is built

Click Estimate at the top of any Define list screen. It will take a few moments, depending on your list definition, to calculate and display the estimate. The estimate appears in place of the Estimate button. If you change the list definition, the estimate disappears and the button returns so you can get a new estimate.

How it works AFTER the list is built

The ACTUAL number of records in the list appears in place of the Estimate button or estimated count.

Symbols used in Estimate

≈ indicates an estimate = indicates an exact count



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Summarizing a Definition

About Summary

Summary provides a summary of the settings in the current list definition.

Why use Summary

- to review the settings of a list-in-progress
- to review the settings of a previously defined list

How to display a Summary

1. Open a list and click Summary.
2. Click a button to display a summary of its settings.
NOTE: If there are many specifications, for example, 500 zip codes, some of them may not be displayed.
3. Click Save to save the selected button's summary as a text file, Save All to save the definition as a text file, or Done to return to the screen you came from.

NOTE: You can't make changes to a list definition within the Summary screen.

When there is no Summary

A list doesn't have a list definition if it was created by merging or by sampling. When you open such a list and click Summary, a general list description is displayed without specific settings.



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Annual Sales

Demo

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Introduction

When to target by
Annual Sales

\$
Annual
Sales

- when you want to locate prospects with the same annual sales level as your current customers
- when you want to find the largest businesses or the small-but-growing businesses in an area
- when you want to create multiple prospect lists so your sales force can concentrate on the largest companies first, then the next largest, and so on

If you don't specify an Annual Sales range, your list will include businesses of all sales levels that meet your other definition criteria.

Where to find the
Annual Sales screen

Click Annual Sales on the Main Screen to display the Annual Sales screen.

The Annual Sales bar graph

The left side of the graph shows the sales ranges. The length of the bars shows the number of businesses on the CD-ROM that fall into each range.

Related topics

Targeting Prospects

Estimating

Summarizing



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Annual Sales

Demo

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Targeting

- To include a range** Click the annual sales bars you want to include. You can include businesses with unknown annual sales information by clicking the "unknown" bar.
- To include a broad range** Click the first bar you want to include and then Shift-click the bar on the other end of the range. Both end bars and all of the bars in between will be included.
- To remove a range** Click any highlighted bar to remove it from your list definition.
- To undo your setting** Click Undo on the action panel.
- When you're finished** Click Return to Main Screen when you're satisfied with your setting. A check mark appears over the Annual Sales icon on the Main Screen when at least one range has been included.
- To clear Annual Sales settings** Option-click Annual Sales on the Main Screen to clear all its settings. The check mark will disappear.



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Number of Employees

Demo

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Introduction

When to target
by Number of
Employees



- when you want to include small companies, which typically require more outside services
- when you want to include large companies, which may purchase higher volumes of products
- when you are relocating and want to find the best concentration of prospects for future sales

If you don't specify a Number of Employees range, your list will include businesses with any number of employees that meet your other definition criteria.

Where to find the Number
of Employees screen

Click Number of Employees on the Main Screen to display the Number of Employees screen.

The Number of Employees
bar graph

The left side of the graph shows the number of employees ranges. The length of the bars shows the number of businesses on the CD-ROM that fall into each range.

Related topics

Targeting Prospects

Estimating

Summarizing



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Number of Employees

Demo

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Targeting

- | | |
|--|--|
| To include a range | Click the number of employees bars you want to include. |
| To include a broad range | Click the first bar you want to include and then <u>Shift-click</u> the bar on the other end of the range. Both end bars and all of the bars in between will be included. |
| To remove a range | Click any highlighted bar to remove it from your list definition. |
| To undo your setting | Click Undo on the <u>action panel</u> . |
| When you're finished | Click Return to Main Screen when you're satisfied with your setting. A check mark appears over the Number of Employees icon on the Main Screen if any ranges are included. |
| To clear Number of Employees settings from a list definition | <u>Option-click</u> Number of Employees on the Main Screen to clear all its settings. The check mark will disappear. |



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Type of Business

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Introduction

About Type of Business



All MarketPlace businesses are classified by Trinet according to the US government SIC system.

If you don't specify any types of business, your list will include businesses of any type that meet your other definition criteria.

When to target by Type of Business

- when you want to target customers in specific types of business, such as legal services, real estate sales, or office building construction
- when you want to target customers in general types of business, such as manufacturing or services

Where to find the Type of Business screen

Click the Type of Business icon on the Main Screen to display the Type of Business screen.

How to find a type of business

See the following pages to learn more about the SIC system and about how to find businesses on the SIC chart by specific industry name and SIC code.

Related topics

Targeting Prospects

Estimating

Summarizing



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Type of Business

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The SIC Chart

The 3-level SIC hierarchy

The SIC system is divided into 3 levels:

- Main Divisions (indicated by a letter, A-K)
- Major Groups (2-digit SIC codes)
- Specific Industries (4-digit SIC codes)

The first screen shows the Main Divisions.

NOTE: Major Group and Specific Industry codes ending in "9" are miscellaneous types. The SIC system includes 3-digit Industry Groups, but MarketPlace doesn't use them for targeting.

How to start

Click a Main Division; then click Include to add it to your definition, or click Open to see its Major Groups.

Main Division level

Main Divisions

A) Agriculture

Major Group level

Main Divisions

A) Agriculture

01) Crops

Specific Industry level

Main Divisions

A) Agriculture

01) Crops

0111) Wheat



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Type of Business

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Targeting

To:

- see into a Main Division or Major Group
- include a business type
- remove a business type
- go up the SIC hierarchy
- find a specific industry
- undo a setting

When you're finished

Click the Division or Group, then click Open.

SHORT CUT: Double-click it to open it.

Click it; then click Include.

A list flag will appear next to it:

■ F) Wholesale

Click it; then click Remove.

The list flag will disappear.

SHORT CUT: Option-click a type of business to switch between Include and Remove.

Click ▲ on the action panel.

Click Find on the action panel.

Click Undo to cancel your last

Include or Remove action.

Click Return to Main Screen. A check mark appears over the Type of Business icon if any types of business are included. Option-click the icon to clear all of its settings.

action panel



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Type of Business

Demo

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Using the Find Feature

1. Click Find
Click Find on the action panel to display the Find box.
2. Choose:
Show by SIC Name, or
Show by SIC Number
 - **Show by SIC Name**
Find a type of business by name AND arrange the scrolling list of 40,000 entries in alphabetical order.
 - **Show by SIC Number**
Find an industry by 4-digit SIC code AND arrange the scrolling list of 2,000 SIC codes in numerical order.
3. Enter an industry name or number, OR select an industry from the list
Type what you want to find into the text box. MarketPlace tracks each letter (or number) and will probably find the type of business you want before you finish typing it. If MarketPlace can't find a match, the next closest name or number will be displayed.
NOTE: You can also scroll through the list of business types and click your choice.
4. Click Find (continued on next page)
Click Find (or press the Return key) and MarketPlace will return you to the Type of Business screen and highlight your choice.



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Type of Business

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Using the Find Feature, continued

TIP: The SIC Find feature includes many more entries than the SIC hierarchy chart, so it may be easier for you to get what you are looking for by using Find. For example, both Television Stores—Retail and Radio Stores—Retail can be found with the Find scroll box, even though they are both within Specific Industry 5731.

If you change your mind

Click Cancel and MarketPlace will return you to the screen you were previously on.

5. Include a type of business

To add the highlighted selection to your list definition, click Include on the action panel. See page 3 of this topic to learn how to include a type of business on your list.

6. When you're finished

Click Return to Main Screen when you're satisfied with your setting. A check mark appears over the Type of Business icon if any ranges are included. Option-click Type of Business on the Main Screen to clear all its settings. The check mark will disappear.



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Type of Business

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Examples

To include all insurance carriers

1. Double-click "Division H: Finance, Insurance, and Real Estate" to see its Major Groups.
2. Option-click "Major Group 63: Insurance" to include it.

To include chemical industries

1. Double-click "Division D: Manufacturing."
2. Option-click "Major Group 28: Chemicals."
3. For related industries, click Find and type "chemical." The scrolling list displays related chemical industries.
4. Click an industry, then click Find. MarketPlace selects your choice on the SIC screen.
5. Click Include.
6. Repeat with more chemical industries, if you want to.

To find and include SIC code 5736

1. Click Find, then click Show by SIC Number and type "5736." MarketPlace highlights it on the scrolling list.
2. Click Find. MarketPlace selects "Musical Instrument Stores."
3. Click Include.



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Introduction

Which Location to target



- choose the location(s) where you want to do business
- choose metro areas for urban areas and their suburbs
- choose the locations that contain the largest number of your target prospects (use Analyze List)

If you don't specify any locations, your list will include businesses in any location if they meet your other definition criteria.

If you are telemarketing

You may want to target by Area Code instead of Location. If you choose area codes AND locations, only the names matching BOTH criteria will appear in the list.

How to start targeting by Location

1. Click Location on the Main Screen.
2. Click a state abbreviation and then click Include to target the whole state (SHORT CUT: Option-click); or click a state abbreviation and then click Open to zoom into the state (SHORT CUT: Double-click).

Related topics

[Analyzing a List](#)[Area Codes](#)[Estimating](#)[Summarizing](#)[Table of Contents](#)[Movies & Demos](#)[Index](#)[Backtrack](#)[Leave Guide](#)

Maps and Lists

Maps are available...

- nationwide: states plus Washington, DC
- statewide: metro areas, counties, 3-digit zip codes

Location lists are available...

- nationwide: all types of locations—states, metro areas, counties, 3-digit zip codes, and 5-digit zip codes
- statewide: metro areas, counties, 3-digit and 5-digit zip codes

How location lists are displayed

- states are in alphabetical order based on their 2-letter postal abbreviations
- metro areas and counties are in alphabetical order
- zip codes are in numerical order

How to find the map or location list you want

- Open a location to see it in detail—click it, then click Open (SHORT CUT: Double-click it). For example, double-click a county to see its 5-digit zip codes.
- Pull down the View menu to choose a different map or location list. For example, switch from the 3-digit zip code view of NJ to the metro area view of NJ.
- Click Find to find a location by name or zip code.
- Click any ▲ button to move up to a larger region.



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Targeting

To:

- include or remove a location from a list definition
- see details of a location
- see a larger region
- see info on any location you click (maps only)
- find a location
- see another map or list
- undo a setting

When you're finished

Click a location's NAME; then click Include or Remove.
SHORT CUT: Option-click to switch between Include and Remove. Click it; then click Open.
SHORT CUT: Double-click it. Click ▲ on the action panel.

Click the Show Info check box. An "X" means information will be shown about the selected location. Click Find.

Pull down the View menu. Click Undo to undo your last Include or Remove action.

Click Return to Main Screen. A check mark appears over the Location icon if any locations have been included. Option-click the icon to clear all Location settings.

action panel

View



▲ To USA

Include

Remove

Open

 Show Info

Find...

Undo

Return to
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List Flags and Info Boxes

About list flags

- means all of the location is included in the current list definition
- ▣ means part of the location (at least one zip code) is included in the current list definition

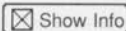
Example:

You included
San Mateo County, CA

- On the COUNTIES IN CA map, you'll see **■ SAN MATEO**, which shows that San Mateo County is included.
- On the STATES IN USA map, you'll see **▣ CA**, which shows that part of California is included.

About Show Info

Show Info displays the number of records on the CD-ROM in any location you select. Click the Show Info check box. An "X" indicates that information will be displayed for each location as you select it.



To close an Info box

Click another location or click anywhere outside the Info box.

To move Info boxes

Drag an Info box. All Info boxes will appear in the new place until Show Info is clicked twice to reset it.



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Using the Find Feature

1. Click **Find** and then choose a type of location

Click **Find** on the action panel; then click the type of location you want to find: **State**, **County**, **Metro Area**, **3-Digit Zip by Name or Number**, or **5-Digit Zip by Name or Number**.
2. Change where you want to search (optional)

Choose **within [state name] only** to find the location of your choice within the current state. To search for a location nationwide, click the check box to remove the "X."
3. Enter the location name or zip code

Type what you want to find into the text box. MarketPlace tracks each letter (or number) and will usually scroll to your location before you finish typing it. If MarketPlace can't find a match, the next closest name or number will be displayed. Or you can scroll through the list and click your choice.
4. Click **Find**, or

click **Cancel**

 - MarketPlace will highlight your selection on a map or list, whichever was your most recent kind of view. Then you can click **Include** to add it to your definition.
 - Click **Cancel** to return to the screen you came from.



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Changing Your View

To:

- zoom into a state
- choose a different view

- change type of view to a map or list

Click its name, then click Open (or double-click it). Pull down the View menu.

NOTE: The current view has a check mark next to it. Click "On a Map" or "On a List."

NOTE: If you are ever surprised by your view, check the name of the screen title in the upper-left corner.

To see a map of all the states

To see metro areas in the current state

To see 3-digit zips in the current state

To change your current view from a list to a map (where available)

View

States in USA

Metro Areas in USA - list only

Metro Areas in [state]

Counties in [state]

3-Digit Zips in [state]

5-Digit Zips in [state]-list only

On a Map

On a List

To see all the metro areas in the US on a list

To see counties in the current state

To see 5-digit zips in the current state on a list

To change your current view from a map to a list



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Understanding Locations

Geographic data

MarketPlace maps and location lists are based on the most recently available US census data, but regions are added and changed frequently. The data suppliers from whom MarketPlace data is licensed incorporate these changes into their records as soon as they can.

3-digit zip codes, or SCFs

The first 3 digits of 5-digit zip codes represent central US Postal Service mail-handling facilities. Because these Sectional Center Facilities, or SCFs, were devised for the convenience of the Postal Service, some of them are named for cities in a neighboring state. For example, 027 in Southeastern MA is named Providence, after the RI city.

3-digit zip code boundaries

3-digit zip codes don't necessarily represent solid regions like counties do, so placement of 3-digit zip labels in MarketPlace is approximate, especially in urban areas. If you need exact boundaries, open a 3-digit zip code to see a list of its 5-digit zip codes along with the towns they're in. Or refer to a detailed zip code atlas.



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Understanding Locations, continued

Counties

In MarketPlace, counties consist of groups of zip codes that approximate actual county boundaries. This makes it easier for you to fine-tune your target areas. For example, you can include a county, then remove some of its zip codes and include zip codes from adjacent counties to target the exact location you want.

"Independent Cities"

Virginia classifies about 40 of its cities as counties. A few of them have the same name as a "real" county. For example, Franklin county and Franklin city, VA, are about 100 miles apart and appear on different county maps.

Metro Areas

Metro Areas are one or more adjacent counties that contain an urban population of over 50,000. They include surrounding suburban zip codes. Market-Place metro areas approximate the US Government MSA regions, except in New England where NECMAs are used. There are 2 misleading Metro Areas in the US: Beaver County, Pennsylvania, and Orange County, New York. These are Metro Areas despite their names.



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Understanding Locations, continued

Zip codes with no businesses in them

A few zip codes don't represent geographic areas at all. For example, 055 in Massachusetts is the regional address of the Internal Revenue Service, and 00401 in New York is reserved for Reader's Digest® response cards. Such zip codes have no establishments in them.

Other zip codes that have no records include rural areas where there are no business establishments, and some zip codes that the US Postal Service has reserved for its own use.

TIP: Show Info can pinpoint these for you.

Renegade zip codes

About 50 rural 5-digit zip codes located close to state lines are actually assigned to SCFs in a neighboring state. For example, one of the 5-digit zip codes in 063 in Connecticut is actually in New York. MarketPlace assigns such "renegades" to the SCFs that deliver their mail, regardless of state boundaries.



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Understanding Locations, continued

Renegade zip codes, cont.

A 5-digit zip code can also span 2 counties. In that case, MarketPlace assigns it to the county where most of its population resides. For example, 50002, Adair Iowa, is located in both Guthrie and Adair Counties and is assigned to Adair County.

Secondary zip code names

The US Postal Service assigns "parent post office" names to some zip codes. For example, 02154—Waltham, MA, has the secondary name Boston.

Overseas military zip codes

MarketPlace doesn't include overseas military zip codes (APOs and FPOs).



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Examples

To include the Southwest
(using a map)

1. On the States in USA map, Option-click TX (or, click TX, and then click Include).
2. Repeat for AZ and NM.

To include the
Kansas City, MO
metro area (using a map)

1. On the States in USA map, double-click MO to open it.
2. Choose Metro Areas in MO from the View menu.
3. Option-click Kansas City to include it.

To include
Middlesex County, MA
minus some of its zip codes
(using a location list)

1. On the States in USA map, double-click MA to open it.
2. Choose Counties in MA from the View menu.
3. Choose "On a List" from the View menu.
4. Option-click Middlesex to include it.
5. Click Open while Middlesex is still selected to see the 5-digit zip codes in Middlesex County.
6. Option-click a zip code you want to remove from the list definition (or, click it, then click Remove).
7. Repeat for each zip code you don't want in this list definition.



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Introduction

When to target
by Area Code



Area Code

- when you want to create a telemarketing list
- as an alternative to metro area or county selection

TIP: Building, exporting, and sorting a list are faster when you target by location rather than area code. Also, if you specify area codes AND locations, only names that appear in BOTH criteria will be included on your list.

If you don't specify any area codes, your list will include businesses in any area codes that meet your other definition criteria.

Where to find the
Area Codes screen

Click Area Code on the Main Screen.

How to start

Click one of the regional sectors on the USA map.

Related topics

Targeting Prospects

Locations

Estimating

Summarizing



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Guide

Area Code

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Targeting

To:

- include or remove an area code
- see info on an area code

- close an Info box

- move an Info box

- select an area code from another sector
- to undo your setting

When you're finished

Click it to select it, then click Include or Remove.
Click the Show Info check box. An "X" means information will be shown about the selected area code. Click another area code or click anywhere outside the Info box. Drag it. Info boxes will appear in the new place until you click Show Info twice to reset it. Click the "▲ To USA" button and choose another sector from the map. Click Undo to undo your last Include or Remove action.

Click Return to Main Screen. A check mark appears over the Area Code icon if any area codes are included. Option-click the icon to clear all Area Code settings.

action panel



▲ To USA

Include

Remove

Show Info

Undo

Return to
Main Screen



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Data Options

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Introduction

About Data Options



Data
Options

Data Options are additional options that help you define your list. Several options are meant especially for use with updated CD-ROMs; they allow you to include only records that are new or changed since the last CD-ROM.

Where to find Data Options

Click Data Options on the Main Screen.

How to set Data Options

1. Click the check boxes. An "X" indicates that an option is included in your list definition; an empty box indicates it is not. this option is included
 this option is not included
2. Click Return to Main Screen when you're satisfied with your settings. A check mark appears over the Data Options icon on the Main Screen when at least one option has been included. Option-click the Data Options icon to clear all its settings.

Related topics

Targeting Prospects

Estimating

Summarizing



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Data Options

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Using the Options

Include only records that:

- are new to the CD-ROM
- have changed address,
- changed executive name,
- changed telephone no.

Finds businesses...

not included on previous CD-ROMs.
with new or changed addresses.
with new or changed executive names.
with new or changed telephone numbers.

Choosing any or all of these options means a record need match **ONLY ONE** of them to be included.

Include only:

- recently verified records

Finds businesses...

whose data has been verified during the past 9 months (about 50-60% of the records on each CD-ROM).
TIP: Choosing this option decreases the size of your list but most likely increases its deliverability.

Include only records with:

- an executive name
- a telephone number

Finds businesses...

where you can contact an executive by name.
that are easy to reach by phone.

Choosing any or all of these 3 options means a record must match **ALL** of them to be included in the list.



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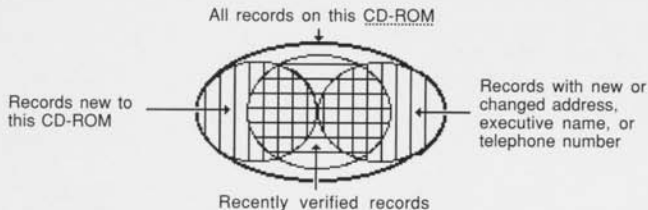
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Data Options

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Examples



To find recently verified records with executive names and new phone nos.

1. Start a new list and click Data Options.
2. Click "have a new telephone number," "only recently verified records," and "with an executive name."

To find new businesses on a CD-ROM update for an old list

1. Insert the new CD-ROM and open the "old" list.
2. Click Data Options; then click "new to the CD-ROM."
3. Click Preview or Analyze List to build your new list.
TIP: To merge this list with the old list, export both lists to a database product and merge them there.

Related topics

[Saving a List](#)

[Opening a List](#)



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Date	Description	Amount
1/1/20
1/2/20
1/3/20
1/4/20
1/5/20
1/6/20
1/7/20
1/8/20
1/9/20
1/10/20
1/11/20
1/12/20
1/13/20
1/14/20
1/15/20
1/16/20
1/17/20
1/18/20
1/19/20
1/20/20
1/21/20
1/22/20
1/23/20
1/24/20
1/25/20
1/26/20
1/27/20
1/28/20
1/29/20
1/30/20
1/31/20



Examining a List

Examining a List

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Introduction

2 Examine list

Examining a list means taking a look at the records in it. If it's not what you want, you can change it using the Define list icons and then rebuild it.

When you can examine a list

You can examine a list anytime, before or after you save or buy it.

Building a list

The first time you examine a list, MarketPlace builds it according to your definition. This takes from a few seconds to a few minutes, depending on the definition.

Previewing a list

Preview displays all businesses that fit the list definition, along with a portion of their marketing data.

Analyzing a list

Analysis provides information about a list to help you pinpoint your target market and make presentations.

Related topics

Defining a List

Saving a List

Buying a List

Previewing a List

Analyzing a List

Estimating

Summarizing



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Previewing a List

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Introduction

About Preview List



Preview List displays all businesses meeting the list definition, along with a portion of their data. When you preview, MarketPlace builds the list if it isn't already built and opens it so you can see the records.

Why use Preview List

Preview to verify the inclusion of businesses you know should be in the list.

NOTE: Large databases of compiled information are never 100% accurate, so you might not find a specific business.

When to Preview a List

Preview a list at any time, before or after you save or buy it. Preview List doesn't activate the meter.

What you'll see when you Preview

- business name, city, state, and zip code
- area code, county, metro area
- annual sales, number of employees, SIC Code, national rank within SIC (by sales)
- officer name and title
- headquarters' name, city, state, and zip code



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Previewing a List

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Using Preview List

1 . Open a list

Start on the Main Screen. Open the list you want, or use the current list or list definition.

2 . Click Preview List

Click Preview List. MarketPlace will take up to a few minutes to build the list, if it hasn't been built already.

3 . Click a name to preview

Click one of the names in the box on the left. A portion of its record will be displayed in the box on the right. Use the scroll bars to move through the names on the left and the information on the right.

You can preview as many names as you like before buying the list.

4 . When you're finished

Click Return to Main Screen on the action panel.



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Analyzing a List

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Introduction

About Analyze List



Analyze List

Analysis provides you with comparative information to help you understand your lists.
NOTE: Reports provide only the information that exists in the database. With Analysis, you can examine a breakdown of the data for a specific list.

Why use Analysis

- to see the effects of a change in the list definition
- to find out more about a new sales region
- to help you divide sales territories more equitably
- to figure out where to place a new store or sales office
- to find the areas with the highest concentration of your hottest prospects

When to Analyze a List

Analyze a list anytime—before or after you buy it, even if it has been analyzed before. When you analyze, MarketPlace builds the list if it isn't already built.

How to start

1. Start on the Main Screen. Open the list you want, or use the current list or list definition.
2. Then click Analyze List.



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Analyzing a List

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Standard Analysis

About Standard Analysis

- Standard Analysis provides 7 totals and 2 averages:
- total number of businesses
 - total revenue in list
 - total number of 4-digit SIC codes
 - total number of 5-digit zip codes
 - total number that are single-location businesses
 - total number that are headquarters
 - total number that are branches
 - average revenue per business
 - average number of employees per business

Why do Standard Analysis

- Standard Analysis provides basic information about a list or region. You can use Standard Analysis to:
- help you prepare a sales presentation or business plan
 - analyze a sales territory
 - do market research and surveys



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Standard Analysis, continued

- 1. Choose Standard Analysis**

Click Analyze List on the Main Screen; then click Custom Analysis on the Analysis screen. If your current list hasn't been built yet, MarketPlace will take a few moments to build it.
- 2. Choose Print or Save**

Click Print to print the analysis now, or click Save to save it to your hard disk for future use.

MarketPlace saves a Standard Analysis file as a text file, so you can save it to use in another software product, such as a database or word processing program.
- 3. When you're finished**

Click OK.

Related topics

Save List



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Analyzing a List

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Custom Analysis

About Custom Analysis

For each instance of a variable you choose (such as 5-digit zip codes, SIC codes, or sales), Custom Analysis provides:

- total number of businesses
- total sales
- total number of employees
- average sales per business
- average number of employees

NOTE: You can sort a Custom Analysis by any 2 of these 5 totals/averages AND by the specific variable you have chosen to analyze.

Why do Custom Analysis

- to sort regions by a specific variable (such as annual sales) to help you decide which areas to focus on first
- to quickly assess the differences among zip codes or industries within a region
- to find the region or industry with the highest concentration of potential prospects

What to do with a Custom Analysis

Print it or save it for use in another software product, such as a database or spreadsheet.



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Analyzing a List

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Custom Analysis, continued

1. Choose Custom Analysis Click Analyze List on the Main Screen; then click Custom Analysis on the Analysis screen. If your current list hasn't been built yet, MarketPlace will take a few moments to build it first.
2. Choose a variable to analyze Click and hold the default choice, 5-digit zip codes, to display the list of variables. Drag the mouse to highlight your choice and then release the mouse button.

Analyze

5-Digit Zip Code

3. Choose primary and secondary sort fields Choose the same way you chose a variable to analyze. To sort on one field only, choose the same field for both the primary and secondary sorts.

Sort by

Number of Businesses

← primary
sort field

Then by

Average Sales per Business

← secondary
sort field

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on next page)



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Custom Analysis, continued

4. Start the analysis

Click Analyze on the action panel.

5. Click Print, Save, or OK

Click Print to print the analysis, or click Save to save it to your hard disk for future use.

NOTE: MarketPlace saves Custom Analysis files in tab-delimited text format. You can import this type of file into most software programs.

6. When you're finished

Click OK.

TIP: You may want to do another Custom Analysis using a different analysis variable or using different sort fields.

TIP: By building several lists, analyzing them in different ways, and then merging some of them, you can create sophisticated market segments for prospecting or further analysis.



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Analyzing a List

Demo

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Examples

To find the 5-digit zip codes with the highest number of high-volume prospects

1. Use the default variable, 5-digit zip codes
2. Sort by Number of Businesses (primary sort)
3. Then by Total Sales (secondary sort)
The first business in this analysis will be the one with the most sales in the zip code with the most businesses on the list.

To find out which types of businesses on a list have the highest total sales

1. Use the 4-digit SIC variable
2. Sort by Total Sales (primary sort)
3. Then by Number of Businesses (secondary sort)

Making good use of List Analysis

- Use Analysis to determine how to redefine a list to target only the best prospects.
- Analyze your lists in different ways to find out more about them.
- Use Analysis to find your best potential markets.
- Save an analysis file for use in a spreadsheet, database, or mapping product to do further analyses and comparisons.
- Save an analysis file for use in a presentation or publishing product to create slides or reports.



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Blank header area for notes

Date	[Faint text]
Time	[Faint text]
Location	[Faint text]
Subject	[Faint text]
Notes	[Faint text]

Using a List

The screenshot shows a software interface with a list of items. At the top, there is a header area with a title bar. Below the header, there is a list of items, each with a small icon and text. The list is enclosed in a rectangular frame. At the bottom of the frame, there is a footer area with some text and a small icon.

Using a List

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Introduction

3 Use list

Why use a list

Using a list means printing it or storing it in a form that other software programs can use.

- to print mailing labels, envelopes, or index cards
- to print standard or custom reports
- to export a list for use with another software product

When to use a list

Use a list when you're ready to put it to work for you. **YOU MUST FIRST BUY A LIST BEFORE YOU CAN USE IT.** You can use the list as many times as you want, but you only have to buy it once.

How to use a list

1. First buy the list by clicking Buy List on the Main Screen. This activates the meter.
2. Then click another Use list icon on the Main Screen: Mailing Labels, Standard Reports, Custom Reports, or Export.

Related topics

Mailing Labels

Reports

Export

Meter

Buying a List



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Using a List

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Buying a List

About buying a list



BUY LIST

Buying a list subtracts units from your meter. After you buy a list, you can use it (print or export it) as many times as you want, and your meter will not be activated again.

Why buy a list

Buy a list to export it, print mailing labels or envelopes from it, or to create reports about its data.

When you can buy a list

You can buy a list anytime. MarketPlace builds the list the first time you examine it (using Preview List or Analyze List) or buy it.

You must buy a list when...

- you define a list and want to use it
 - you redefine a list, rebuild the list, and want to use the new list
 - you apply a list definition to a new CD-ROM, build a new list with it, and want to use the new list
- TIP: You might want to keep all of your bought lists together in the same folder on your hard disk.

Related topics

[Using a List](#)

[Examining a List](#)

[Defining a List](#)

[Data Options](#)



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Using a List

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The Meter

About the meter

When you buy a list, MarketPlace subtracts the number of records in the list from your meter. A record that's in more than one bought list will cost one meter unit for each list it appears in. That's because you are buying lists, not individual records.

Installing the meter

Before you can use any lists, you must first install the meter onto your hard disk. Follow the instructions in "Getting Started." When you first install the meter, it is set to 5,000 records.

Checking the meter

Your meter always indicates the current number of remaining records you can use. You can check it at any time by choosing Meter from the List menu.

Meter refills

You can purchase meter refills in blocks of 5,000 units by calling Lotus Customer Service. Units don't expire when you renew your subscription or when a new CD-ROM is issued; they last until you use them.

Related topics

[Lotus Customer Service](#)



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Sorting Your Output

About Sorting

Sorting lets you choose the order in which MarketPlace prints or exports the records on a list. You can change the default sort of any MarketPlace output file—Mailing Labels, Reports, or Export.

The default sort

MarketPlace automatically sorts records numerically by zip code and alphabetically by name within zip codes. A primary sort other than zip code is slower.

To change the default:

1. Click **Sort by**
2. Choose primary and secondary sort fields

Click **Sort by** to change the sort order.

Click and hold the default choice to display the list of variables. Drag the mouse to highlight your choice and then release the mouse button.

Sort by **5-Digit Zip Code**

Then by **5-Digit Zip Code**

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on next page)

Choose a secondary sort field the same way. To sort on one field only, choose the same field for both.



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Sorting Your Output, continued

3. If you change your mind To revert to the previous setting, click Cancel.
4. Click OK Click OK. When you print or export the list, MarketPlace will sort it as you specified. If you reopen this list later, it will be saved in the sort order most recently used.



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Mailing Labels

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Introduction

Why print mailing labels



- to print labels for direct mailings
- to print envelopes for more personalized mailings
- to produce index cards for salespeople
- to create rotary index cards for reference
- to address postcards for reminder mailings

When you can print mailing labels

You must buy a list **BEFORE** you can use it to print labels. If your current list is not a bought list, the Mailing Labels icon on the Main Screen is dimmed.

LaserWriter labels

IMPORTANT: Laser printers require labels made especially for them. The adhesives on other labels may damage your laser printer. Choose label formats marked "laser" or "envelope" only.

ImageWriter labels

Choose label formats **NOT** marked "laser." Refer to your printer manual for guidance on printing index cards, rotary index cards, and envelopes.

Related topics

[Buying a List](#)

[Sorting Your Output](#)



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Mailing Labels

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Printing

- 1. Open a list and click Mailing Labels**

Start on the Main Screen. Open a list you've already bought or buy your current list. Then click Mailing Labels.
- 2. Choose a font, font size, and label format**

Click and hold the font button and then choose a font from the menu. Choose a font size and label format the same way. (NOTE: Some sizes do not fit on some labels, so you may need to experiment using Test Page.)
- 3. Print serial numbers (optional)**

Click Serial No. to print a serial number on each one. Labels will be numbered sequentially, starting with 1.
- 4. Enter custom text (optional)**

To print custom text on every label, click the text box above Executive name and type what you want to print. TIP: Use this feature to print catalog code numbers.
- 5. Print or omit Executive name, Executive title, and Business name**

An "X" next to Executive name, Executive title, or Business name indicates that they will be printed on your labels. Click a box with an "X" to remove it and omit the field. Click an empty box to add an "X" and print the field.



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Printing, continued

6. Enter custom text to follow or replace Executive name (optional)

To include text below or in place of Executive names, click the text box below Executive title and type what you want to print. To print this text on every label, click "Always." To print this text only when the executive name field is blank, click "If exec name is blank."

7. Change sort order (optional)

MarketPlace automatically sorts records numerically by zip code and alphabetically by name within zip codes. Click Sort by to change this sort order.

8. Check Page Setup (optional)

You may also want to check your page setup. Click Page Setup on the action panel to display the standard Macintosh Page Setup dialog box for your type of printer. If you are using an ImageWriter I or II, or a LaserWriter, MarketPlace automatically sets Page Setup to optimize label printing. For other printers, choose "No gaps between pages." See your Macintosh owner's manual or your printer manual for details.

Related topics

[Sorting Your Output](#)



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Printing, continued

9. Load printer with labels and print test page

Change or adjust your printer tray or tractor feed to accommodate the type of labels you're printing. Then click Test Page, and MarketPlace will print one page of labels. Check the test page to make sure the font and size you specified fit on the labels and that you have loaded the labels or envelopes correctly.

10. Choose how many labels to print (optional)

type no. of labels you want to print

The default choice is to print all records in the list. To choose fewer records, click the first text box and type the number of records you want to print. Then click the second text box and type the number of the record you want to print first.

Print **350** out of **500** records in list
starting with record **1** ← type first label you want to print

11. Print labels

Click Print to print your labels.

12. When you're finished

Click Return to Main Screen.



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Mailing Labels

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Examples

Use these options...

Print Serial No.
Print Custom text 1:
"CAT=9018GS" (catalog #)
Print Executive name
Print Executive title
Omit Custom text 2
Print Business name

to print these labels:

CAT=9018GS 376
Mr. Melvyn J. Malloy
President
Komer Corporation
3 Technology Square
Cambridge, MA 02142-1234

Omit Serial No.
Omit Custom text 1
Omit Executive name
Omit Executive title
Print Custom text 2:
"Director of Marketing"
Print Business name

Director of Marketing
Komer Corporation
3 Technology Square
Cambridge, MA 02142-1234

NOTE: If custom text prints incorrectly, retype it into its text box. Make sure there are no extra spaces before or after the text.



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Introduction

About Reports



Standard Reports



Custom Reports

Standard Reports are forms that print preselected information about each name in a list. Custom Reports is a template in which you choose which data fields to print. NOTE: Reports provide only the information that exists in the database. To examine the data of a specific list, use Analysis.

Why create reports

- to see your list on paper
- to create call sheets for telemarketing campaigns
- to provide sales personnel with detailed information for successful cold calls
- to print forms that help sales personnel prepare for and report on sales calls
- to keep track of people to whom you have already sent direct mail

When you can create a report

You must buy a list BEFORE you can use it to print reports. If your current list is not a bought list, the Reports icons on the Main Screen are dimmed.

Related topics

[Analyzing a List](#)

[Buying a List](#)



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Standard Reports

Standard Report
formats



Standard
Reports

- PROSPECT REPORT SHORT FORMAT shows 5 records per page, with most of the available marketing information about each record and a small space for notes about each record.
- PROSPECT REPORT shows one record per page, with all of the marketing information about each record. Over half the page is available for your notes.
- CONTACT RECORD shows the same information as Prospect Report, but in a slightly different layout. There are 3 columns for notes: date, contact, and comments.
- TELEMARKETING LISTING shows 14 records per page, with minimal information about each record and a very small space for notes about each record.

Information included on
all reports

All reports include the date, name of the list, and the CD-ROM update version on every page.



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Guide

Creating Standard Reports

1. **Open a list and click Standard Reports**
Start on the Main Screen. Open a list you've already bought or buy your current list. Then click Standard Reports.
2. **Choose a format**
Click and hold the default choice, Prospect Report Short Format, and choose a format.
3. **Change sort order (optional)**
MarketPlace automatically sorts records numerically by zip code and alphabetically by name within zip codes. Click Sort by to change this sort order.
4. **Choose your printer and change page setup (optional)**
You may want to check the Chooser (under the Apple menu) to be sure the correct printer is chosen. You may also want to check your page setup. Click Page Setup on the action panel to display the standard Macintosh Page Setup dialog box for your type of printer.
5. **Click Test Page**
Click Test Page to print one page of your report.

Related topics

[Sorting Your Output](#)



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Creating Standard Reports , continued

6. Choose records to print (optional)

type no. of records
you want to print

Print **350** out of **500** records in list
starting with record **1**

The default choice is to print all records in the list. To choose fewer records, click the first text box and type the number of records you want to print. Then click the second text box and type the number of the first record you want to print.

type first record
you want to print

Sort by...

Page Setup...

Test Page

Print

7. Print the report
8. When you're finished

Click Print on the action panel to print your report.

Click Return to Main Screen on the action panel.

Example

If you only want to print 350 of 500 call sheets, type "350" in the first text box. MarketPlace will print the first 350 records on the list. Later, you can print the remaining 150 by typing "150" in the first text box and then typing "351" in the second text box.



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Reports

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Custom Reports

About Custom Reports



Custom Reports

With Custom Reports, you can choose the data fields you want to print.

Each custom report prints in the same format. The field titles appear across the top of the page, and each record's information is printed on a single line below.

Business Name	Address	City	State	...
O'Leary Construction	144 W. Lake St.	Parsippany	NJ	...
O'Loughlin Builders	93 Magellan Rd.	Atlanta	GA	...
O'Neil Contracting	1176 Broadway	New York	NY	...

Creating reports with a large number of fields

- If the information you want to include requires more space than MarketPlace provides, consider:
- using Page Setup to print the report in landscape mode (sideways) or to reduce the size
 - splitting the number of fields into 2 or more reports (be sure to include the business name in both)

Related topics

[Page Setup](#)



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Creating Custom Reports

- | | |
|--|---|
| 1. Open a list and click Custom Reports | Start on the Main Screen. Open a list you've already bought or buy your current list. Then click Custom Reports. |
| 2. Click the fields you want in the report | Click field names in the left-hand scroll box to copy them to the right-hand scroll box. These fields will appear in your report. |
| 3. Reposition or remove fields | Drag the field names up or down to reposition them. Drag them out of the scroll box to remove them. |
| 4. Change sort order (optional) | MarketPlace automatically sorts records numerically by zip code and alphabetically by name within zip codes. Click Sort by to change this sort order. |
| 5. Change page setup (optional) | If your report includes many fields, you may need to change your page setup to landscape orientation or use the size reduction feature. Click Page Setup to display the Page Setup dialog box for your type of printer. |

Related topics

[Opening a List](#)

[Sorting Your Output](#)



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Reports

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Creating Custom Reports, continued

6. Print a test page

Click Test Page on the action panel to print one page of your report. Check that all of the information is printing correctly. Make adjustments, if necessary.

7. Choose how many records to print (optional)

type no. of records
you want to print

Print **350** out of **500** records in list
starting with record **1**

↑
type first record
you want to print

The default choice is to print all records on the list. To choose fewer records, click the first text box and type the number of records you want to print. Then click the second text box and type the number of the first record you want to print.

Sort by...

Page Setup...

Test Page

Print

8. Print the report

Click Print to print your custom report.

9. When you're finished

Click Return to Main Screen on the action panel.



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Export

Demo

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Introduction

About Export



Export

Exporting means saving MarketPlace list data in a file so another software product can use it.

NOTE: MarketPlace formats your export data as a tab-delimited text file.

Why export

- Export your list to a specialized software product to:
- create personalized letters using mail merge
 - analyze a list in a database or spreadsheet product
 - track your results in a sales-lead tracking product
 - present your data graphically
 - create customized mailing labels
 - send a file to a lettershop or printer to produce your mailings

When to export

You must buy a list **BEFORE** you can export it. If your current list is not a bought list, the Export icon on the Main Screen is dimmed.

Related topics

[Buying a List](#)



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Export

Demo

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How to Export

- 1. Open a list and click Export**

Start on the Main Screen. Open a list you've already bought, or buy your current list. Then click Export.
- 2. Click the fields you want to export**

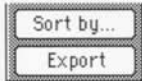
Click the fields you want in the Fields Available box. They'll be exported in the order you click them.
- 3. Reposition or remove fields**

Drag the field names up or down in the Fields to Export box to reposition them. Drag a field out of the box to remove it from the list.
- 4. Change sort order**

MarketPlace automatically sorts records numerically by zip code and alphabetically by name within zip codes. Click Sort by to change this sort order.
- 5. Start exporting**

Click Export on the action panel.
- 6. Name the export file**

Type the name in the File Save dialog box displayed when you click Export.



Related topics

Opening a List

Sorting a List



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Export

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Examples

You might use a...
spreadsheet program

For...

statistical analysis of a list, including generating totals, subtotals, and averages

database program

querying or analyzing a list, maintaining lists by purging duplicate and obsolete records, merging MarketPlace lists with other lists

word processing program

printing lists in site-standard report formats, merging names and addresses with cover letters

label management program
such as MacEnvelope™ Plus

creating special mailing labels or envelopes

geographic mapping program
such as GeoQuery®

viewing list data graphically, preparing high-quality geographic presentations

sales-lead tracking
program such as C.A.T.®

organizing sales efforts by territory or salesperson

NOTE: You can use a Mac-to-PC file transfer program to export to a PC-based product, such as 1-2-3®.



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Movies & Demos

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MarketPlace Movies

Click a movie to play it.

MarketPlace Movies are short takes of typical users doing desktop marketing.



Carlos's New Customers

- Targeting by type of business, annual sales, and counties
- Merging lists
- Printing call sheets



Mike's Market Survey

- Targeting by state and number of employees
- Sampling a list
- Exporting a list
- Printing envelopes



Sandra's Territory Analysis

- Targeting by type of business, metropolitan area, no. of employees, and zip code
- Analyzing by zip code
- Saving Copy of Definition



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Demos

Click a demo title to play it. Demos are animated, narrated demonstrations about using specific features.

- Getting Help on Lotus MarketPlace
- Targeting by Annual Sales and Number of Employees
- Targeting by Type of Business
- Targeting by Location
- Targeting by Area Codes
- Sampling a List
- Merging Lists
- Using Analysis
- Sorting Your Output
- Printing Mailing Labels
- Creating Reports
- Exporting a List



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Glossary

Abundance The quantity of an organism or taxon in a community or sample.	Adaptation A trait that has evolved through natural selection to increase an organism's fitness in its environment.	Autotroph An organism that can produce its own food from inorganic substances using light or chemical energy.	Biome A large-scale community of plants and animals that is characteristic of a particular climate and region.
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Glossary

Action panel

The gray area along the right side of most MarketPlace screens. In the ondisc *User's Guide*, the action panel is white.

Bought list

A list that has been paid for with units from your meter.

Branches

Local company offices.

Building a list

Comparing a list definition with every record on the CD-ROM and including in the list only those names that meet your criteria. Before MarketPlace builds a list, you are working with its list definition only.

Button

An active area on the screen, usually indicated by a picture, line, or box, that you click once to cause action or confirm choices.

Buy list

Pay for a list by clicking Buy List on the Main Screen. Buying a list subtracts units from the meter. Once you buy a list, you can use it to print mailing labels or reports, or you can export it to another product.

CD-ROM, or Compact Disc Read-Only Memory

The silver disc that stores the MarketPlace data, software, and ondisc documentation. Stored data can be read from CD-ROMs, but new data, like lists and reports, can't be written to them.

Current state

The state whose map or list is displayed now or was displayed when you clicked Find.

Current view

The kind of view displayed when you pulled down the View menu (map or list; county or zip code, etc.).

Glossary

Data field

One of the types of information attached to each business record in the database, for example, annual sales and 5-digit zip code.

Database

An ordered set of records that can be queried.

Default

What a software program will do unless you tell it to do something else.

Dimmed

When a button or icon appears gray rather than black because it is currently inactive.

Double-click

Point to an object onscreen and quickly press and release the mouse button twice.

Headquarters

The center of a company's operation or administration. In MarketPlace, parent companies may appear in this data field.

Hot note

An instant glossary definition. Click and hold the mouse button on an underlined word to display its hot note. If you Option-click the underlined word, the hot note will remain onscreen until you click it.

Hypertext

A software system that allows you to move around in a file by clicking active spots. The MarketPlace Help system is an example of hypertext.

Icon

An active spot on the screen with a picture in it. When an icon is dimmed (looks gray), it is inactive.

Glossary

List file

A MarketPlace document that contains list data you've defined. Once saved, MarketPlace Analysis, Report, and Summary files are text files, not list files, and can't be opened with MarketPlace.

Mail merge

Combining a database of names and addresses with a text file, such as a cover letter, to create personalized mailings.

Meter

Where MarketPlace keeps track of the number of records you use. Only buying a list (clicking Buy List on the Main Screen) subtracts units from the meter.

MSAs, or Metropolitan Statistical Areas

A U.S. Government designation for areas that comprise one or more counties containing a city of at least 50,000 population or an urbanized area of

at least 50,000 with total metropolitan area population of at least 100,000.

NECMAs, or New England County Metropolitan Areas

NECMAs designate county-based urban regions in New England. Because MSAs in New England are actually defined in terms of cities or towns rather than counties, MarketPlace uses NECMAs in New England to offer consistent metro area data across the U.S.

Option-click

While holding the option key down, click the mouse button.

Record

The collection of information about a single business establishment. Page 5 provides a list of the data fields in each record.

Glossary

Shift-click

While holding the Shift key down, click the mouse button.

SIC (Standard Industrial Classification system)

A U.S. Department of Commerce system that organizes all types of business in the U.S. economy. Each business establishment is classified according to its primary activity. (An establishment is a single location where business is conducted or where services or industrial operations are performed.) For complete information on the SIC system, see the "Standard Industrial Classification Manual, 1987," available from any Government Printing Procurement Office, or from:

National Technical Information Service
5285 Port Royal Road
Springfield, VA 22161
order number PB 87-100012

Tab-delimited text file

A file format that most software products can read. Each record is given one line and the data fields are separated by tabs.

Text file

A file format that most software products can read.

3-digit zip codes, or SCFs

U.S. Postal Service Sectional Center Facilities. All mail for 5-digit zip codes with the same first 3 digits goes to the same SCF for distribution.

Trinet

A privately held firm headquartered in Parsippany, NJ, that owns and maintains detailed information on more than 7 million U.S. business locations.

Unbought list

A list that has not been paid for with units from your meter.

THE HISTORY OF THE UNITED STATES

The history of the United States is a story of growth and change. From the first European settlers to the present day, the nation has evolved through various stages of development. The early years were marked by exploration and the establishment of colonies. The American Revolution led to the birth of a new nation, and the subsequent years saw the expansion of territory and the growth of industry. The Civil War was a pivotal moment in the nation's history, leading to the abolition of slavery and the strengthening of the federal government. The 20th century brought significant social and economic changes, including the rise of the American Dream and the challenges of the Great Depression and World War II. Today, the United States continues to shape the world through its leadership in science, technology, and international relations.

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