

Covid is Reshaping The U.S. Business Landscape

B2B marketers must prepare for up to

4 Million Business Closures

Be prepared with accurate data!



ACCURATE DATA

has never been
more essential.

For B2B marketers, accurate data has never been more essential. Staying on top of business closures and openings could be the difference between securing a deal and wasting valuable resources. This has become even more difficult with the novel coronavirus and its impact on the U.S. business landscape through shutdowns and patchy restarts.

To meet these headwinds, marketers need to begin thinking about the new data signals available. It is imperative for marketers to implement the suppression of business closures, as well as how to develop advanced segmentation strategies and models based on the ever-changing landscape of businesses during and beyond this pandemic.

Permanent and Temporary Business Closure Data Signals Now Available Weekly

Before the novel coronavirus impacted the U.S. business landscape through a series of shutdowns and patchy restarts, B2B marketers were accustomed to stability in their marketing universes of customers and prospects. But as the pandemic continues to wreak havoc on small businesses across America, The Wall Street Journal, in its August 1, 2020 story “The Small Business Survival Guide”, stated “AS MANY AS 4 MILLION small businesses could be lost entirely in 2020”. According to a retail market data expert nearly 75% of the 575,000 retail establishments were temporarily closed sometime between March and May, but the good news is that only 8,700 retail locations were reported to be permanently closed during that time period due to COVID-19.

Temporary Closures: Every county in the United States reports its COVID mandates on a weekly basis. DatabaseUSA.com researches each of the 3,200 U.S. county mandate orders to identify closure mandates of specific types of businesses in each county. DatabaseUSA.com updates the mandated closure data for each of the impacted businesses weekly and makes it available each week. *As of the end of August 2020, DatabaseUSA.com offers the list of 270,000 U.S. businesses that must be temporarily closed until further notice.*

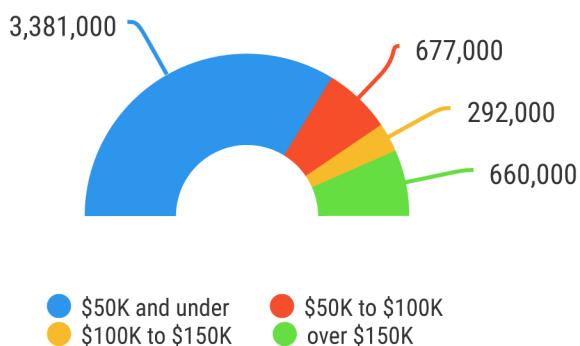


Using PPP Loan Data as a Signal of Risk or Opportunity

As challenges persist, government relief to the business sector has added a crucial layer of complexity that marketers are attempting to decode. Nearly 4.3 million Paycheck Protection Program (PPP) loans have been issued as part of the Coronavirus Aid, Relief, and Economic Security (CARES) Act. Much of the PPP loan money has been spent, and the fallout will become evident in the coming months. Small businesses with fewer resources are especially at risk.

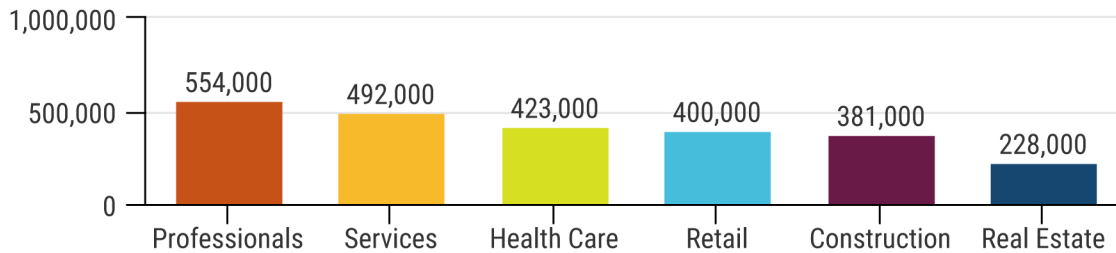
Perhaps the single biggest new factor B2B marketers must account for in the post-Covid world is the distribution of funds through government action. While the program helps reduce job loss at vulnerable small businesses, it can also become a vital source of data for B2B marketers. Knowing which businesses are receiving funds is an important piece of the bigger puzzle.

PPP Loans by Loan Amount





Loans Under \$150K to Businesses



Some of the categories in the above graph can be further broken down. Retail, for instance, includes Retail, Grocery, Home Furnishings and Apparel stores, as well as Car Dealers, and Restaurants and Bars. Professionals includes Legal, Accounting, Architectural, Engineering, Advertising, Public Relations and Scientific Research. Services includes Repair & Maintenance, Laundry, and Religious & Civic Organizations.

Over 10.5 million small businesses employ fewer than 20 employees. Add 1.5 million businesses with 20 to 49 employees.

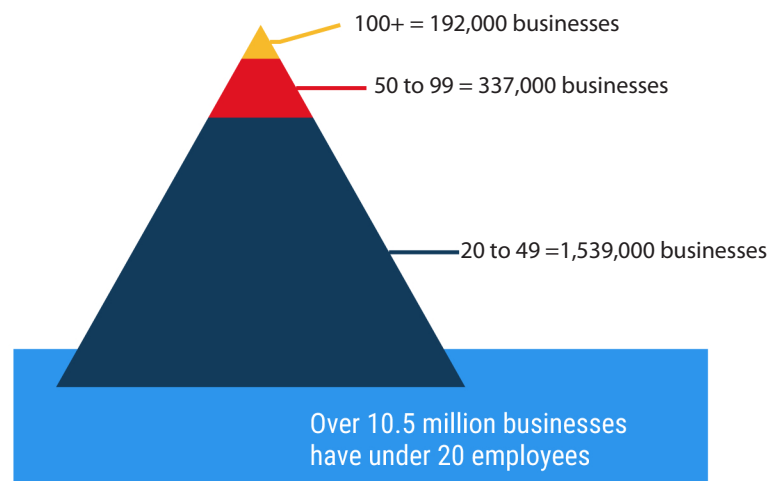
Knowing this, marketers can append PPP loan data to their customer files or modeling databases to find out more about possible risks they are facing. Marketers can also uncover new opportunities to serve their customers better. These new data signals can help answer questions such as:

- Are customers still credit worthy?
- Could they stop buying from you?
- Could they be looking for less expensive options?

The PPP data can also be useful for new customer acquisitions. With access to these signals, marketers find clues by asking:

- Did this prospective business receive a PPP loan?
- How many jobs were saved by the loan?
- How does this impact the way they may operate when funds are no longer available?
- What are the macro indicators for their SIC / NAICS? (Industry Segment)

Current U.S. Business Landscape by Number of Employees



Source: DatabaseUSA.com 2020

Rethinking Segmentation and Reach with New Signals

The transition to work-from-home presses B2B marketers to adopt data-driven methods in order to reach important stakeholders. And although B2B marketing has traditionally followed a longer buy cycle than other marketing spheres, dramatic shifts in the economy call for more rapid “just-in-time” data and alternative methods of reach.

DatabaseUSA.com is enabling its clients to reach their business customers and prospects **at home**. Having a business executive’s home address, phone number, and personal email address allows B2B marketers to meet prospects on their own terms in these changing times.

In communicating with customers, marketers and sales teams are processing economic factors at the macro level while also drilling down to see how their prospects are managing the changing environment.



At the macro level, various government and industry reports are being used by DatabaseUSA.com to project business closures and downsizing by industry and geography. Models are being built to help clients forecast the financial impact on their business.

Since so many small businesses are locally or regionally focused, their responses to the pandemic vary according to how states and communities are managing shut-downs and re-openings. B2B marketers are navigating a challenging climate that is further complicated by this level of geographical complexity.



Contact Information Available on Over 15 Million Executives at Their Home or Place of Business.

About DatabaseUSA.com

Triple-Verified • 95% Accurate Databases



In these uncertain times, the need for Accurate Data is more critical than ever so you can stay in touch with your existing customers and accurately target new prospects. With over 40 years of experience, DatabaseUSA.com is the perfect partner to help you grow your business.

As an **ORIGINAL** compiler of data, DatabaseUSA.com boasts its industry renowned **Triple-Verified** National Business File of 14+ Million Records – rich with firmographic data, location data, executive contacts and emails. In addition, DatabaseUSA.com serves up a National Consumer File of over 250 Million Individuals with extensive demographic, location, lifestyle, and behavior data as well as contact information such as mailing address, phone numbers and emails.

We also offer a variety of proven database processing services to help our clients effectively analyze their current customers and identify highly targeted prospects.

DatabaseUSA.com provides the finest personalized, consultative service available to discuss all your data and data enhancement needs. Our company is uniquely positioned to satisfy your company's data services and solutions requirements with our focus on **Data Quality and Flexible Use Agreements**.

We are offering a **1,000 Business Record Sample** – at No Charge – so you can check the accuracy of our data. Contact Us Today!

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