Sales and Marketing SMB Data to Unlock Revenue Growth

Discover the power of data-driven growth with Enigma Sales and Marketing, built especially for Financial Services, Merchant Services and Vertical SaaS.

Enigma Sales and Marketing is a comprehensive data platform improving targeting, segmentation, and engagement of your SMB accounts. Dynamic data helps you reduce wasted spend and accelerate growth across the full SMB customer acquisition journey.

Why Enigma Sales and Marketing?
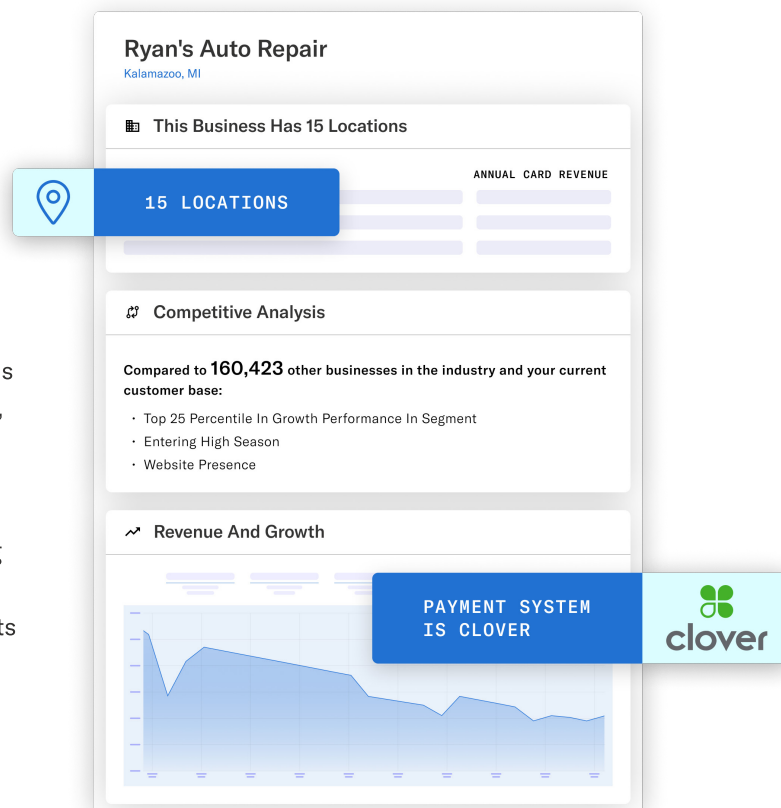
1. Real revenues and growth trends

Enigma provides real-world, month-to-month revenue data built from the largest panel of credit and debit card transactions in the U.S. Attributes include monthly revenues, growth trends, average order size, and more.

2. Dynamic business and contact data

Instant visibility into the ever-changing financial and operating health of a business. This includes monthly updated growth trajectory and trends, continuously updated contacts, and alerts about key financial events in a business's life cycle.

3. SMB coverage

Enigma offers an state-of-the-art engine, associating names, addresses, websites, and people with the businesses that matter most to you. As the industry leader for consumer-facing and card-accepting businesses data, our platform is especially strong for long-tail of small and medium businesses.

Ryan's Auto Repair
Kalamazoo, MI

🏢 This Business Has 15 Locations

📍 **15 LOCATIONS**   ANNUAL CARD REVENUE

🔁 **Competitive Analysis**

Compared to **160,423** other businesses in the industry and your current customer base:

- Top 25 Percentile In Growth Performance In Segment
- Entering High Season
- Website Presence

📈 **Revenue And Growth**

PAYMENT SYSTEM IS CLOVER   clover

Discover

Identify and engage with your best prospects from our nationwide database of more than 30 million businesses.

Build segments based on unique criteria including revenue, revenue growth, payment platforms used, and more.

Enrich

Access and enrich your CRM with dynamic, underwriting-quality intel about business identity and financial health.

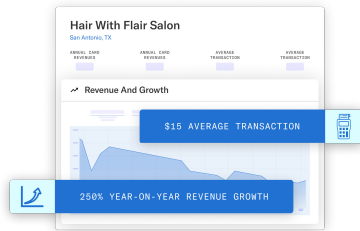Automatically qualify, onboard, and score leads with a real-world view on size and value.

Grow

Identify cross-sell and upsell opportunities among your existing customers.

Focus your resources on the right accounts so that you can accelerate growth and reduce churn.

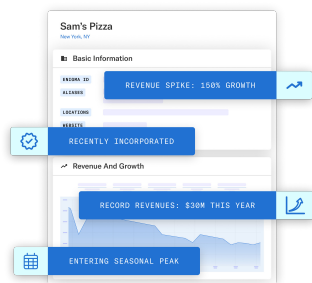
Revenues

Comprehensive, dynamic, underwriting-quality intel on granular industries, revenue, transaction sizes, and processing volumes, including:
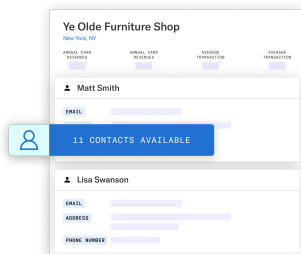
- Card revenues
- Growth rates
- Seasonality
- Average transaction size
- Refunds

Trigger Events

Maximize marketing campaigns' conversion rates with the ability to build lists and segments based on key financial events in a business's lifecycle like:
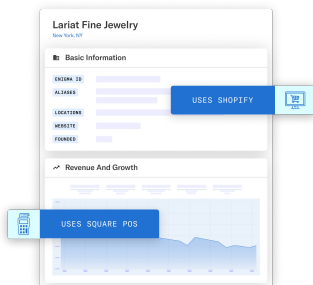
- About to enter a seasonal peak in revenues
- About to enter a seasonal low in revenues
- Recently incorporated
- Crossed a key revenue threshold
- Anniversary of incorporation
- Crossed a key growth threshold

Contacts

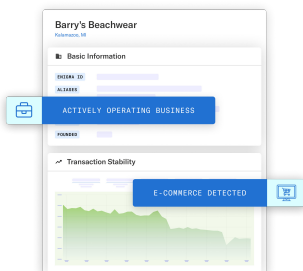Seamlessly access multiple contacts at your top targets in the same platform. Key fields include:

- Title
- First & Last Name
- External Profile URLs
- Address
- Phone number
- Email
- Job Title
- Management Level
- Department
- Last Updated Date

Payment Processing Technographics

Improve targeting with visibility into the specific in-person and online payment technologies used by SMB merchants:

- Highlights the payment technologies a business has used within the last 12M.
- Ecommerce flag indicates businesses with online payment capabilities.

Operating Status

Identify businesses that are confirmed to be actively making sales and earning revenue.