



Trust Banking Datafile

The definitive straightforward solution for Trust Banking marketing information

With the most extensive collection of trust banking information available, this datafile is an imperative marketing tool for the financial services community.

What is Accuity's Trust Banking Datafile?

This user-friendly file contains indispensable information on approximately 2,500 businesses to boost your marketing efforts, internal analysis and many other operations. With the Trust Banking Datafile by Accuity, you will be able to reach nearly every U.S. bank and trust company with investment discretion.

Why do I need Accuity's Trust Banking Datafile?

The Trust Banking Datafile helps you find the information you need quickly and easily. Conduct searches based on financial strength, applied investment instruments or collective investment funds. Find the types and numbers of fiduciary accounts each company offers to target the right firms. Listed below is some of the information that can be gathered by using Accuity's Trust Banking Datafile:

- Trust Officer
- Personal Trust Officer
- Institutional Trust Officer
- Corporate Trust Officer
- Employee Benefit Trust Officer
- Agency and Personal Trust Assets
- Collective Investment Funds Used
- Number of Funds
- Total Assets
- Total Number of Accounts
- Manager Name
- Analyst Name
- Investment Vehicles Used

Once you have located your targeted institutions, you will find key decision makers by department such as operations, trust administration, marketing and employee benefits.

What Accuity's Trust Banking Datafile can do for you

The Trust Banking Datafile can be easily integrated into practically any existing software program including Excel and Word. In addition, this program can be linked to your existing database allowing for updates and maintenance as needed.

This is an ideal solution for targeted direct mail, sales and market research campaigns directed towards banks and investment companies. You are certain to get the most up-to-date trust banking information available as the Trust Banking Datafile is updated each December for a fresh new-year start.

For more information, please visit
www.AccuitySolutions.com

KEY FEATURES

- Easy to integrate
- Includes department-specific contact information
- Ideal for marketing and sales campaigns
- Can be searched by multiple factors
- Annual updates

TECHNICAL SPECIFICATIONS

- Format: ASCII
- Media: CD-ROM, E-mail, FTP pull, Diskette

