

DATABASE ENRICHMENT FOR COMPANIES IN LATIN AMERICA

I. DESCRIPTION:

With added understanding of your customers plus easy-to-implement applications, you can improve your marketing efforts, gain insight into location selection and increase customer loyalty. Capture your most productive audiences and accurately shape strategies with data enrichment from MSLA International.

II. PROCESS:

Our processes of data identification are based on the following activities:

1. **Format and upload:** It is recommended that the client sends us the field “Tax Id Number” and “Company name” following the denominations for each country:

Perú: Registro Único de Contribuyente (RUC)

Colombia: Número de Identificación Tributaria (NIT)

Argentina: Clave Única de Identificación Tributaria (CUIT)

Chile: Rol Único Tributario (RUT)

México: Registro Federal de Contribuyentes (RFC)

Brazil: Cadastro de Persona Jurídica (CNPJ)

2. **Matching of data:** meaning the tables crossing using the “key” tax identity card and company name.

Previous to matching it is advisable to make a pre-grouping of the information.

3. **Data consolidation:** When matching for the detection of duplicates has been used, frequently it is desired to fuse these records. It is named the consolidation process.

This process can be made with 2 methods: the surviving record or the improved record.

4. Delivery of the enriched data:

When the complete process is over will be used our FTP box for the files download by country along with a statistical report for each stage.



III. AMOUNT OF UNIQUE COMPANIES AVAILABLE PER COUNTRY :

Region/Country	Quantity
South America	
Argentina	2,315,001
Bolivia	1,823
Brasil	13,057,771
Chile	349,259
Colombia	898,574
Ecuador	10,923
Paraguay	832
Peru	8,233,115
Uruguay	3,384
Venezuela	34,545
Total	24,905,227
North America	
Mexico	4,489,627
Total	4,489,627
Central America	
Costa Rica	4,162
El Salvador	2,108

Guatemala	3,854
Honduras	1,942
Puerto Rico	64,980
Nicaragua	797
Panamá	7,057
República Dominicana	3,029
Total	87,929
Caribbean	
Aruba	850
Bahamas	1,913
Barbados	973
Bermuda	2,809
Cayman Islands	1,738
Grenada	186
Guadeloupe	4,099
Haiti	453
Jamaica	1,618
Martinica	2,001
Montserrat	48
Netherland Antilles	2,459
Trinidad&Tobago	2,098
Virgin Islands	8,084
Total	29,329

IV. FILE BREAKDOWN:

- *Fields by country:*

Fields available
FIRMAGRAPHIC ENRICHMENT:
Company name
Company address
Company City/Region/State
Company postal code
Company phone
Company email
Company website/URL
Company Registration Number/Tax ID
SIC/NAICS/CNAE/CIIU Codes
SIC/NAICS/CNAE/CIIU Description
Number of employees (exact)
Annual sales (range)
Year business started (or an actual business age)
Import/Export indicator
Legal status (Corporation, limited liability, etc.)
Location status (branch, headquarters, etc.)
Subsidiary indicator
CONTACT ENRICHMENT – NAME, TITLE, CONTACT DETAILS
Contact name
Job title 1-C level (per title)
Email

V. DELIVERY TIME:

- Variable, depending on the records volume.