

# FEDLINK MARKETPLACE

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## FEDLINK Virtual Vendor Demonstrations:

### Infogroup Business & Consumer Data (AI)

#### Date and Time

Tuesday, May 26, 2020  
10:00 am – 12:00 pm  
(ET)

#### Webcast Platform

Microsoft Teams

#### Sponsor

FEDLINK

#### Event contact

[fliccfpe@loc.gov](mailto:fliccfpe@loc.gov)

#### Register online [here!](https://www.surveymonkey.com/r/MarketplaceInfogroup)

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**Free**, but advanced registration is required. Login information will be sent to registrants 24 hours in advance.

Please notify FEDLINK at [fliccfpe@loc.gov](mailto:fliccfpe@loc.gov) if you cannot attend to allow those on the waiting list an opportunity to register.



## Infogroup's Data Assets

Infogroup is the leading provider of data intelligence and marketing solutions for salespeople, marketers, and professionals in specialized fields. Infogroup clients range from Fortune 500 enterprises and local businesses to political and not-for-profit organizations. Our data powers the leading search engines and provides points-of-interest data to U.S. in-car navigation systems. Additionally, our solutions help clients acquire, retain, and grow their customer relationships. We offer a full suite of technologies and services covering data, data processing, multi-channel database management, digital marketing, direct marketing and agency services.

Better data means better decisions for efficiency and effectiveness. Access to comprehensive, accurate data on businesses and individuals helps government decision makers better manage risk, allocate resources, investigate wrongdoing and serve citizens. In an era of ballooning deficits and severe resource constraints, blending publicly-sourced data with government information adds a whole new dimension to support decisions that enable agencies to do more with less.

Our data serves traffic modeling, emergency preparedness and management, environmental analysis, economic development, research and planning programs. Moreover, applying predictive analytics to a combination of government and Infogroup data can identify anomalies, detect misrepresentations and expose derogatory information that might warrant further action.

### Online Demo Details

The demo will cover an overview of Infogroup, the data solutions we can provide, and how they can benefit your business or agency.