

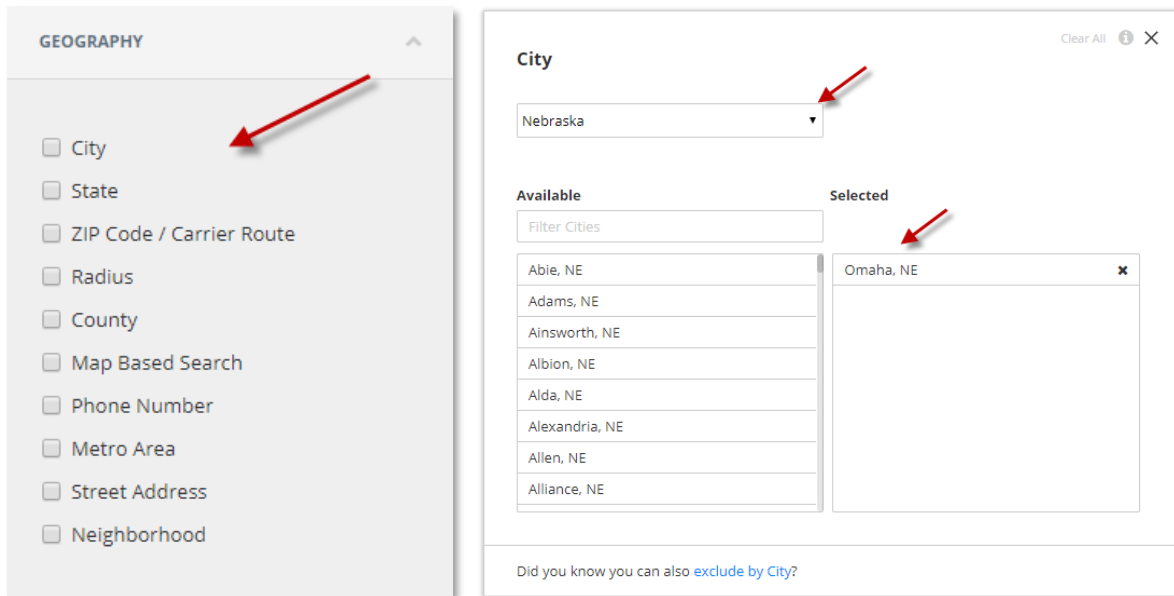
DATA-AXLE GENIE US BUSINESS GUIDE

*Aflac sends us approximately 3.5 million records of current Aflac customers and internal Aflac Do Not Contacts to suppress within Data-Axle Genie, so you don't have to worry about prospecting to existing customers. If by chance you do come across a current account or Do Not Contact, simply email: aflachelp@data-axle.com

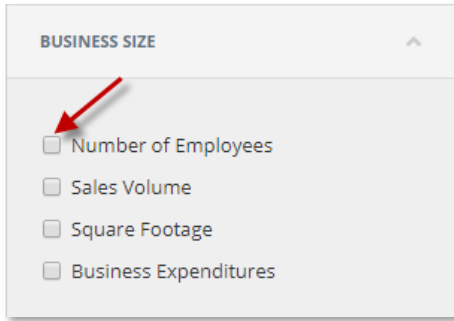
To build a prospect list within Data-Axle Genie, click on **Search for Leads**, then **US Businesses**



Select your Geography:

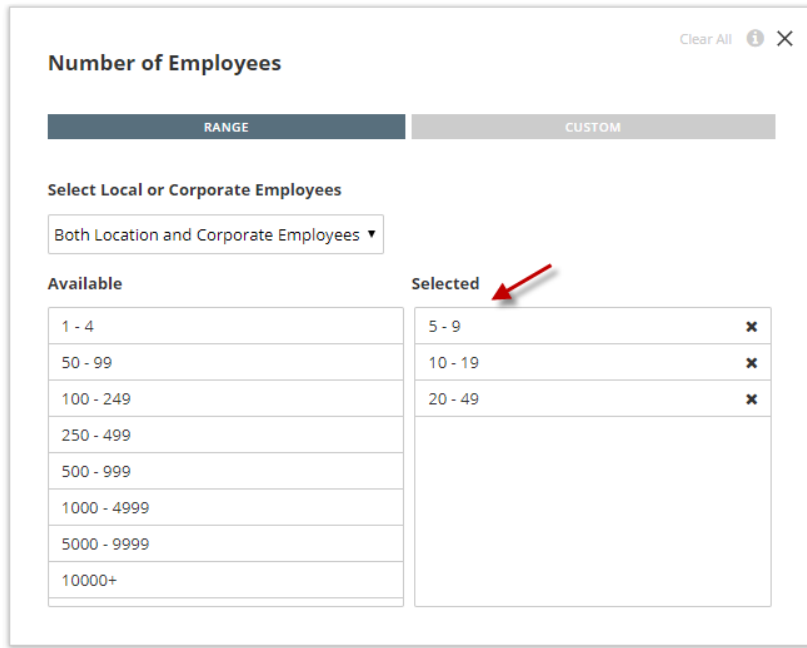


Select the employee size you want to target. Simply go to **Business Size**, then select **Number of Employees**. You may choose either employee size ranges, **OR** type in the exact employee size you want to target (PLEASE DO NOT SELECT BOTH):



BUSINESS SIZE

- Number of Employees
- Sales Volume
- Square Footage
- Business Expenditures



Number of Employees Clear All ⓘ X

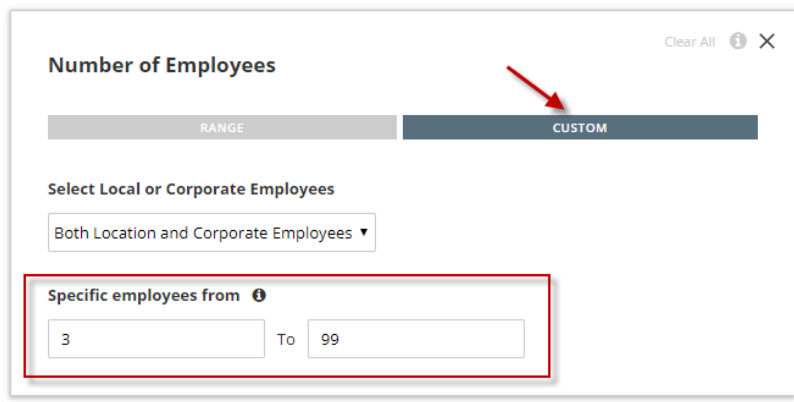
RANGE CUSTOM

Select Local or Corporate Employees

Both Location and Corporate Employees ▾

| Available | Selected |
|-------------|-----------|
| 1 - 4 | 5 - 9 ✕ |
| 50 - 99 | 10 - 19 ✕ |
| 100 - 249 | 20 - 49 ✕ |
| 250 - 499 | |
| 500 - 999 | |
| 1000 - 4999 | |
| 5000 - 9999 | |
| 10000+ | |

OR



Number of Employees Clear All ⓘ X

RANGE CUSTOM

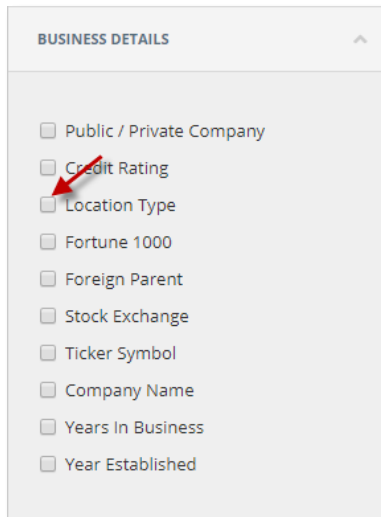
Select Local or Corporate Employees

Both Location and Corporate Employees ▾

Specific employees from ⓘ

3 To 99

In order to get companies that are headquartered and locally owned within your list, simply go to **Business Details** and select **Location Type**. Then, select **Headquarter** and **Single Location**. (This is important so branches and subsidiaries are excluded from the list.)



BUSINESS DETAILS

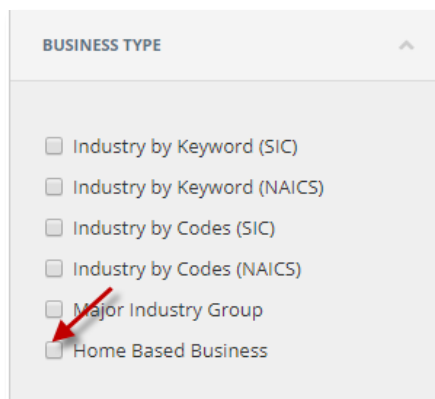
- Public / Private Company
- Credit Rating
- Location Type
- Fortune 1000
- Foreign Parent
- Stock Exchange
- Ticker Symbol
- Company Name
- Years In Business
- Year Established



Location Type Clear All i X

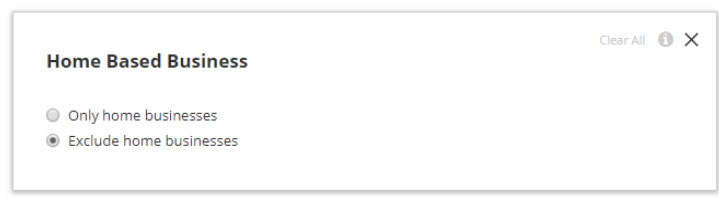
- Headquarter
- Branch
- Subsidiary
- Single Location

There is also the ability to exclude **Home Based Businesses**. Simply go to **Business Type**, select Home Based Business, then select **Exclude home businesses**.



BUSINESS TYPE

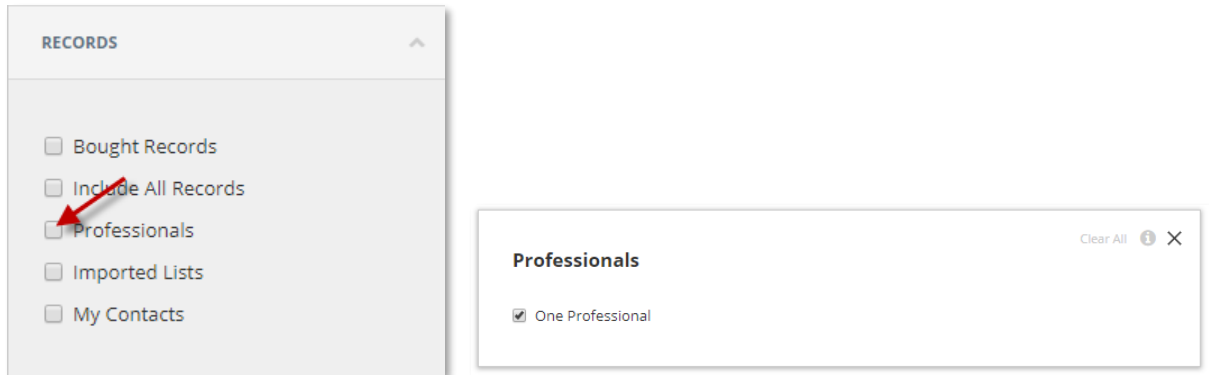
- Industry by Keyword (SIC)
- Industry by Keyword (NAICS)
- Industry by Codes (SIC)
- Industry by Codes (NAICS)
- Major Industry Group
- Home Based Business



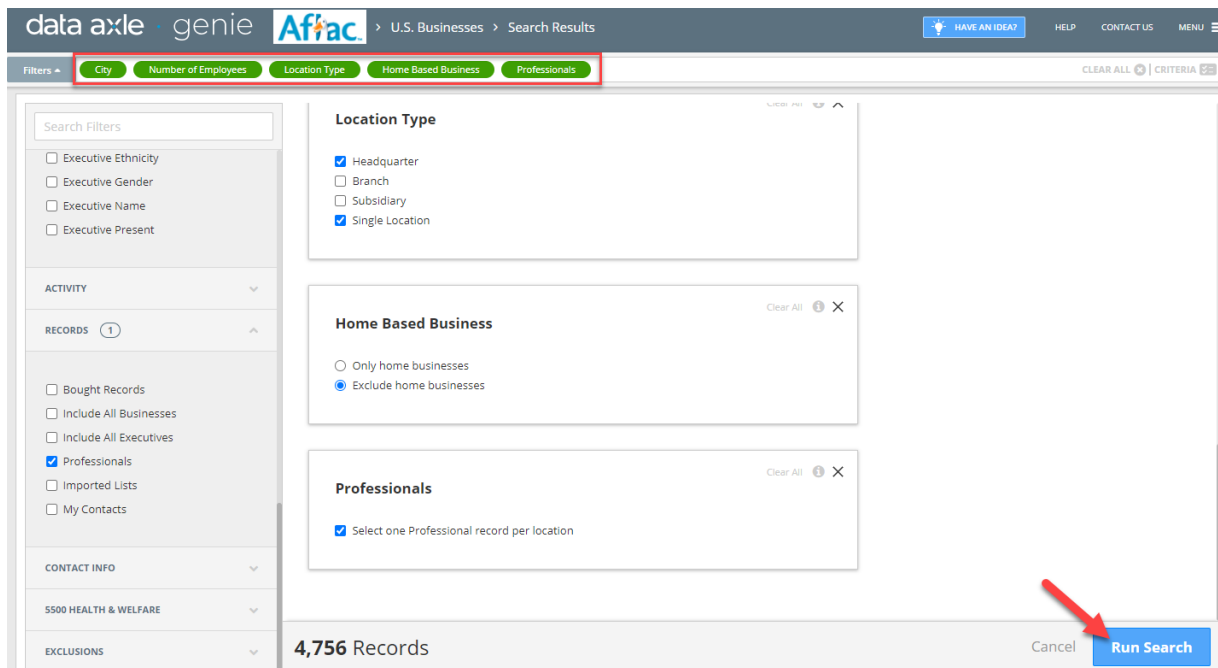
Home Based Business Clear All i X

- Only home businesses
- Exclude home businesses

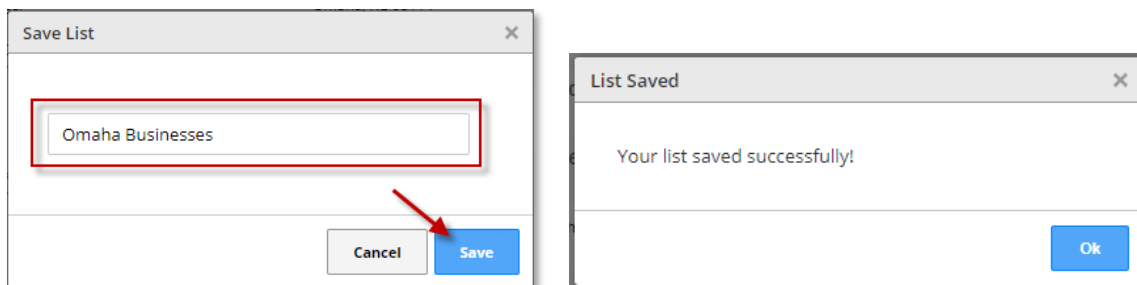
Selecting **One Professional** will exclude duplicate companies within a list. Go to **Records**, click on **Professionals**, then select **One Professional**.



Once you've selected all filters you wish to target, click **Run Search** to view the list.



SAVE YOUR SEARCH. This saves the list within your Data Axle Genie account on your Home page so you can easily open the list back up or see what criteria you ran the search with in the list.



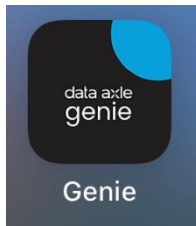
Now you will see your list name at the top of your list and the number of records, as well as on your Home page of Data-Axle Genie:

The screenshot shows the Data-Axle Genie web interface. At the top, the breadcrumb navigation reads "data axle · genie" followed by the Affrac logo and "U.S. Businesses > Omaha Businesses". Below this is a "Filters" section with buttons for "Number of Employees", "City", "Home Based Business", "Location Type", and "Professionals". A red arrow points to the "Omaha Businesses" breadcrumb. The main content area shows "4,756 Records" and options for "LIST OPTIONS" (Save) and "CAMPAIGNS" (Direct Mail, Email, More). A table lists search results with columns for checkboxes, a dropdown, "BUSINESS NAME", "EXECUTIVE INFO", "EMPLOYEE SIZE", and "PHONE". One result is visible: "1 Day Security Systems Instltn" with employee size "5-9" and phone "(402) 881-3198". Below the table is a "Saved Searches (67)" section with a table:

| NAME | COUNT | DATABASE | DATE CREATED |
|----------------------------------|-------|---------------|--------------|
| Omaha Businesses | 6,565 | U.S. Business | 4/30/2019 |

A red arrow points to the "Omaha Businesses" link in the table.

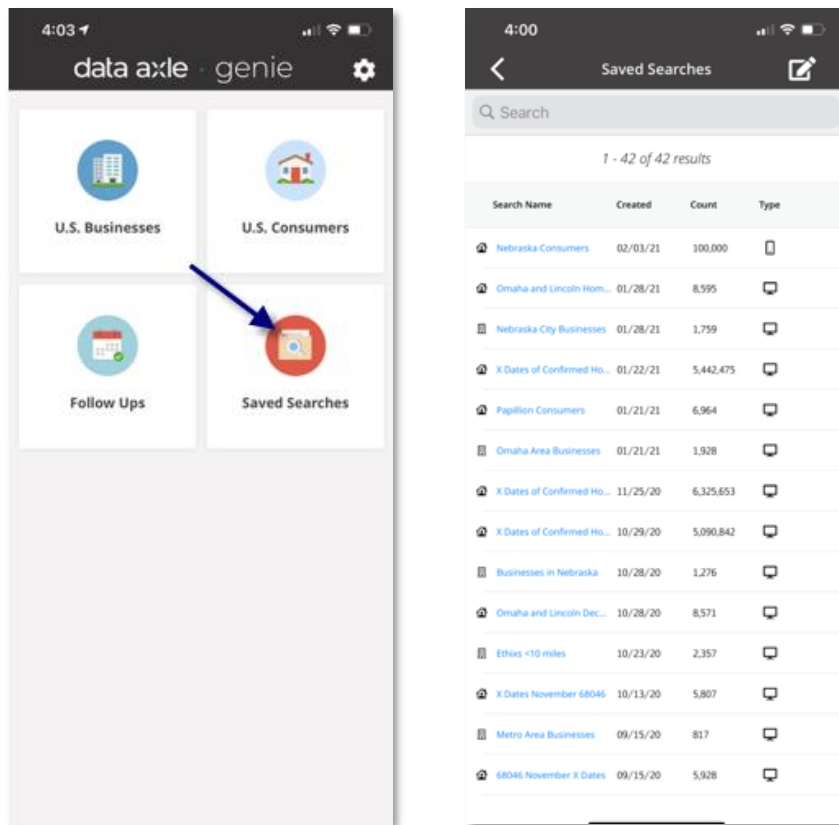
Once a list is saved, you will also have access to this **Saved Search** on the **Data-Axle Genie Mobile App**. The Data-Axle Genie App is FREE to download on both Android and iPhones through the app stores.



Once installed, log into the Data-Axle Genie app using your Data-Axle Genie username & password.

The screenshot shows the login screen of the Data-Axle Genie mobile app. It features the "data axle · genie" logo at the top. Below the logo are two input fields: "User Name" and "Password". There is a checked checkbox labeled "Keep Me Logged In". At the bottom, there is a blue "Log In" button.

Once logged in, click on the My Saved Searches button to access the saved searches you've done within the Data-Axle Genie website.



For additional guides or trainings, you can visit our Aflac Data-Axle genie Microsite here: <https://www.dataaxlegenie.com/aflac>

You can also reach our Aflac rep and customer service team:

Toll free: 866.692.0262

aflachelp@data-axle.com