

REFERENCE SOLUTIONS OVERVIEW

OVERVIEW

Data Axle Reference Solutions is a powerful research and marketing database offering detailed information on businesses and consumers in the United States and Canada as well as Tutorials and Webinars curated for business owners.

DATABASES



Canadian Businesses

Accurate, phone-verified information on 2.7 Million Canadian Businesses.



Canadian Whitepages

Data on 12 Million Canadian households.



U.S. Businesses

Contains 119 Million phone-verified business records updated weekly.

TOOLS & ANALYTICS



Advanced Search

Search Canadian Businesses. Ideal for Building prospect lists, segmenting the market and filtering by location, industry or size. Identify competitors, potential partners, or local market gaps.



Deep Marketing

Go beyond simple database research and prepare a targeted marketing campaign or professional outreach to make your business known.



Webinars and Tutorials

Data Axle provides live training webinars and phone support covering search features, filters, and business research strategies—ideal for entrepreneurs looking to use data more strategically.

HOW TO ACCESS:

- Scan QR Code or visit <https://aurorapl.ca/> > Online Library > Business Finance & Law > Data Axle Reference
- While in Library, you will have automatic access.
- Off-site, you must authenticate with your library card barcode and pin number.

Access Data Axle Here:



1. CHOOSE THE RIGHT DATABASE

To find business-specific data for Canada, select the **Canadian Businesses database**. This database allows searching by criteria such as:

- Company name / Executives / Business type / NAICS/SIC codes / Geography (province, city, postal code) / Business size, sales volume, etc.

This is essential for **identifying competitors, potential partners, or local market gaps**.

2. QUICK VS. ADVANCED SEARCH

Quick Search

- Looking up one specific company
- Getting fast contact information

Advanced Search

- Building prospect lists
- Segmenting the market
- Filtering by location, industry, or company size

3. REVIEW AND INTERPRET RESULTS

Results will include:

- Full company profiles
- Contact information
- Key executives
- Business size metrics
- Industry classifications

These help you assess the **competitive landscape**. You can download the data in CSV or Excel format.

Data Axle's Canadian data provides additional services:

- Canadian business and consumer lists
- Data processing & postal verification
- Address correction & scrubbing tools

These help ensure accurate prospect data for **marketing campaigns**. This is helpful if you want to go beyond simple database research and run **professional-grade outreach**, like a mailing list to market your services.

4. MORE SUPPORT

- **Guides and tutorials** for Reference Solutions users (great for beginners)
- **Live training webinars** covering search features, filters, and business research strategies—ideal for entrepreneurs looking to use data more strategically.
- Research for **Starting, Managing and Growing Businesses**

Access Data Axle Here:

