



Commercial Energy Profile Database™

Detailed Prospect Data Large Energy-Consuming Commercial Facilities

Have you identified your most promising prospects and their most pressing energy needs?

Using the IHS Markit's Commercial Energy Profile Database (CEPD), a comprehensive database of more than 100,000 of the largest energy consuming commercial facilities in the U.S., you can quickly and easily identify your best prospects. CEPD contains essential details on major types of commercial facilities, from hotels, hospitals and schools, to retail and government entities. With CEPD, you can locate the data most critical to your marketing objectives, whether that's size, geographic location, energy consumption, or a combination of factors. This rich information resource enables you to build more effective campaigns, develop leads to support sales and direct marketing efforts, and ultimately take your results to the next level.



100,000 large commercial facilities in CEPD

Tap into a wealth of data on the largest electric and natural gas consuming facilities such as:

- Hospitals
- Nursing homes
- Elementary and secondary schools
- Colleges and universities
- Libraries
- Correctional institutions
- Rooming and boarding houses
- Hotels and motels
- Energy-intensive wholesalers and retailers, including grocers, frozen foods, poultry, meats, lumber and hardware

A calculated approach to estimating energy use

At IHS Markit, our goal is to simplify your marketing efforts by giving you the most valid, accurate and useful data possible. CEPD leverages extensive data updated daily for its Major Industrial Plant Database, and a highly detailed regression model using U.S. government site surveys of commercial facility energy usage.

IHS Markit uses this information to develop weighted electric and gas consumption estimation factors for specific U.S. NAIC/SIC codes. We apply those results to the appropriate commercial facility and weight them by employee.

CEPD is a powerful resource for anyone involved in energy services or product marketing

Power and gas marketers

- Identify potential electric and gas sales by industry, region, service territories or parent company.
- Develop sales leads to support field sales and direct marketing efforts.

Electric and gas utilities

- Create more effective relocation campaigns by targeting commercial facilities outside a service area.
- Enhance customer profiles by combining internal data and energy information.

Equipment manufacturers

- Discover potential opportunities for product sales to commercial markets.
- Generate leads to boost field sales and direct marketing efforts.

Valuable benefits for all users

- Simplify national energy marketing campaigns by identifying facilities owned by a common parent.
- Analyze prospects' credit worthiness by utilizing the Dun's number.
- Create highly accurate maps using the latitude and longitude coordinate on each facility in a Geographic Information System (GIS).
- IHS Markit gives you the flexibility to license the exact information you need depending on your marketing objectives. Segment the database by any one of the 40 data fields, or by a combination of multiple data elements.

GIS

- Integrate the data into your GIS mapping program to conduct spatial analyses – to visualize data and locate new customers more easily.

For more information www.ihsmarkit.com/energy

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About IHS Markit

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.