

Mergent Intellect

A deep collection of worldwide business information

Use Mergent Intellect to:

- Look up a specific company
- Make a list of companies that match certain criteria to size up customers or competitors
- Look up data about an industry or field of business
- Identify new businesses
- Find demographics data by county, city, or zip code or compare demographics data
- Create lists of consumers with specific buying preferences, income levels, or in specific geographic areas
- Find a person's residential address
- Find companies that employ specific job titles

To connect to Mergent Intellect:

1. Go to <http://www.knoxlib.org>
2. Search "mergent intellect" in the search box.

Find more resources in the subject guides:
Explore the collection → Subject guides → Business and investing.

Mergent Intellect is under the Databases tab.

Tips:

1. There are five different databases within Mergent Intellect. Choose a database depending on your needs:
 - a) Companies and executives – Advanced Search
 - b) Consumers – Residential Search, Consumer Data, and Demographics
 - c) Careers – Job Search
2. When using the Advanced Search, select as many criteria as you like to narrow your search. Follow with "Add Criteria" for each one.
3. The bar at the bottom of the page keeps a running list of the criteria you have selected and the total matches. Use the X to remove any criteria and "Search" to view the results.
4. If you'd like to save your results (you can download up to 2,000), you can select some or all records, and use "Build List." Then select the information you want to save or email.
5. If you're having trouble finding businesses that meet your criteria, try searching for a business you know by name, then look at the way that business is coded. Search that code to find similar businesses.
6. To create a comparison demographics report, you must select Zip Codes as your criterion. You can compare up to 4 zip codes on one report.