

AccuLeads

Reach New Customers with Unrivaled Access to the Nation's Best Consumer and Business Data

Hands down, AccuLeads offers access to more consumer and business data than any other online platform. For precise targeting based on location, demographics, lifestyle attributes, purchase behavior, occupation, donor history, and more, look no further than AccuLeads.

Benefits



Get free, unlimited counts and 24/7 access to more than a billion consumer and business records.



Use the latest mapping technology for highly customized geographical targeting.



Access a variety of online data solutions, including descriptive and predictive modeling and data appends.

With AccuLeads, AccuData Integrated Marketing's best-in-class marketing list building platform, you have online and on-demand access to more than a billion records in seconds. AccuLeads enables marketers to research and develop highly-targeted marketing lists online while benefiting from the full-service capabilities offered by our team of direct marketing experts.

AccuLeads provides:

- Online access to the largest collection of national marketing databases and data-related services
- Power Search feature to quickly search all databases
- Clear descriptions of each data select
- Count and order suppression capabilities
- Client file suppression capabilities
- Radius and multi-radius capabilities
- Sophisticated visual mapping solution with street and aerial views, as well as landmarks and radius by distance or drive time
- Automated customer profiling solution to find look-alike prospect audiences
- Automated predictive modeling solution to identify new prospects that are likely to respond or make a purchase



- Automated B2C data append capabilities to enhance your customer file through the addition of demographic elements
- Discounted pricing for our Reseller Partners

Register now for access to the nation's top compiled data sources:

- Compact Consumer PLUS
- Acxiom InfoBase®
- Epsilon TotalSource Plus™
- Experian ConsumerViewSM
- KBM Group AmeriLINK®
- Infogroup Business Data
- Compact Resident



The Most B2C and B2B Data Options Available in a Single Online Location

Whether you are looking for local businesses, national consumers, or a more specialized segment, it's all available on AccuLeads. From identifying new borrowers and new movers, to nature enthusiasts and wine connoisseurs, you simply won't find a more complete data resource.

Utilize AccuLeads for the following:

- **Consumer Data:** Reach consumers in their mailboxes or their inboxes. Select from more than a billion prospects with a myriad of data selects including demographic, lifestyle, and behavioral attributes.
- **Business Data:** Leverage business classification tools and relevant firmographics to identify businesses that are a good fit for your product or service offerings.
- **Targeted Data:** Access the freshest data on consumers who have recently experienced an impactful life event with hotline solutions that target new homeowners and new movers.
- **Resident/Occupant Data:** Maximize reach as you optimize postal discounts with a data source that is designed specifically for geographical saturation.
- **Modeling & Analytics:** Access our real-time, automated descriptive and predictive modeling tools which enable you to identify look-alike audiences and highly responsive prospects.
- **Data Solutions:** Utilize our online customer suppression and data enhancement tools to develop highly-targeted marketing lists that maximize marketing spend.

Use AccuLeads to improve targeting while you streamline the count, order, and payment process – on demand. AccuLeads provides an optimum blend of online functionality with quality data options and efficient services, making your count and order experience easier and more productive. And, best of all, you decide how much or how little help you need.

Visit www.AccuLeads.com to register today!

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