

Consumer Data Processing

Market smarter with enhanced consumer data

Enhance the value of your database for accuracy and profitability. Add missing phone numbers and addresses to consumer contact data, flag records to eliminate from mailings or phone calls, and discover the ethnicity of the people in your list for target marketing efficiency.

Consumer Enhancement Bundle

Take advantage of current information that covers 90% of the households in the United States to learn more about the consumers in your list. The database reflects information compiled from over two billion records to yield data on 160 million individuals and 110 million households nationwide. The Consumer Enhancement Bundle appends the following information:

- Head of household age
- Number of persons in household
- Number of adults
- Owner or renter status
- Estimated household income
- Single or multifamily dwelling
- Input name age
- Number of children
- Length of residence
- Marital status
- Bank cards held

Consumer Data Superstore

Choose from over 1200 detailed data enhancement codes to learn more about the consumers in your list. Increase marketing effectiveness by reaching your ideal consumer with a personalized offer. Select your data enhancement codes from five main categories with dozens of selects:

- Household (17 selects)
- High-Tech (8 selects)
- Telecommunications (7 selects)
- Lifestyle (18 selects)
- Area Level (7 selects)

Deceased Suppression

Flag the records in your list of individuals who are deceased based on Social Security Administration records.

Residential Address Append

Add delivery addresses to your consumer records based on the provided residential name and phone number.

Residential Phone Append

Add phone numbers to your consumer records based on the provided residential name and address.

Residential Phone Verify

Verify your list of residential phone numbers for accuracy. Numbers are not overwritten, corrected, or updated.

Do Not Mail - Do Not Call

Avoid penalties and stay in compliance with State and National Opt-Out Preference services. Identify and suppress the records from your database of individuals who have registered with either the National Direct Marketing Association (DMA), the FTC, or a State agency because they prefer not to have advertising mail sent to their homes or receive sales and marketing solicitations over the phone.

Ethnic Coding

Identify and evaluate the ethnic makeup of the consumers in your list. Select from two options for appending a 2-digit code identifying ethnicity based on:

- Surname as one of 56 ethnic groups excluding Hispanic
- Surnames that are only Hispanic

Consumer eMail Append

Take advantage of low-cost, fast, global Internet marketing by adding consumer e-mail addresses to your database of contacts. The opt-in e-mail addresses are linked to the provided name and postal address and based on detailed information from a large network of vendors.

