

4 Primary Data Sources

220,000,000 Database #1 Major US Compiler

215,000,000 Database #2 Major US Compiler

190,000,000 Database #3 Nationwide White Page File

350,000,000 Database #4 Nationwide Directory Assistance Data

800,000 Weekly New Telephone Connects & Disconnects

350,000 Weekly Mortgage Tax & Deed Transactions

Multiple Secondary Data Sources

79,000,000 Lifestyle & Interests Data

120,000,000 Premium Ethnicity & Language Data

64,000,000 Mail Order Response Data

81,000,000 Magazine Subscribers

76,000,000 E-Mail Database

Modeling & Analytics

320,000 Weekly New Movers



All Available State & National Do Not Call Files Along With All Wireless Numbers Are Flagged

We clean and standardize the data to keep the addresses accurate: The file is run through the USPS National Change of Address (NCOA Link), ZIP+4, and (DPV) Delivery Point Validation. In addition, we flag Deceased Records, Prison Records, Nursing Homes, and Do-Not-Mail Records.

Each 6 Week Update, over 1 Billion Records are run through our proprietary in-house software to match, verify, and remove duplicate records

Database is run through a vigorous quality control procedure to ensure accuracy

Database is now available for counts and orders

