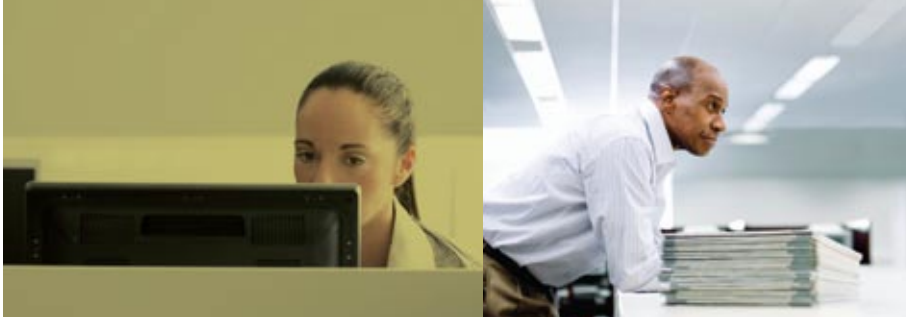


ACCUDATA

PRODUCTS OVERVIEW



Your best customer is a customer who buys or subscribes over time. That means there's value from acquisition and development through retention. AccuData's full range of data resources, powerful marketing analytics and database technology helps you realize this opportunity to accurately target qualified buyers and increase ROI every step of the way. These tools produce the numbers. They inspire confidence in what you do.

Products that Uncover Opportunity

Our integrated product suite was developed by our seasoned professionals who understand how you do business. They use a consultative approach to help you implement products that can uncover opportunity through every stage of your customer lifecycle.



PRODUCTS AT-A-GLANCE

Data Solutions

Comprehensive business-to-consumer and business-to-business data, data hygiene and data processing

Marketing Analytics

Advanced profiling, predictive modeling and segmentation

Marketing Technology

Flexible database marketing and service bureau technology, including hosted database marketing solutions

Reseller Tools

eCommerce platforms to help advertising agencies, printer and mail fulfillment shops, and brokers build printing and data sales

Email Marketing

Over 50 million prospect records, 80 million email appends, featuring 250 characteristics, plus reporting and full CAN-Spam compliance

ACCUDATA

PRODUCTS OVERVIEW

Data Solutions

- **Single-Source Data** from over 400 data sources – including business, consumer and specialty lists – meets your unique marketing challenges.
- **Multi-Source Data**, delivered through SourcePLUS™, delivers up to a 25% larger data universe and up to 25% higher match rates on appends.
- **Best-in-Class Data Hygiene** will lower your campaign costs, enhance your campaign deliverability and improve your campaign performance.
- **Custom Data Processing** by our experts provides custom lists, data processing and highly accurate merge/purge, and unique match routines such as spatial analysis.
- **Proprietary Scores**, including WealthScore™, GreenScore™ and eConsumerScore™ help you better understand customer and prospect buying potential and tendencies.

Marketing Technology

- **AccuBase™** delivers a 360° view of your customers and prospects, and real-time access and control over your data from your desktop.
- **DataBase Studio™** simplifies and speeds cleaning, processing and transforming data.

Marketing Analytics

- **SnapShot™** is an automated, online tool that profiles and scores your best customers and helps you find prospects just like them in minutes.
- **Predictive Express Model™** predicts single events such as response or purchase, as well as projected per person revenue. It offers speed and lower cost of entry.
- **Custom Modeling Solutions** provide more powerful predictive models that can improve your Return on Marketing Investment by predicting at least two events that lead to a purchase. These solutions also project a customer's lifetime value through multiple responses or purchases.

Reseller Tools

- **AccuLeads.com™** microsite, gives you direct, 24/7 access to the industry's most robust and reliable online data resource right from your desktop.
- **DataPipe™** service integrates multi-sourced data and mailing lists right into your existing website.
- **AccuPortal** gives you online access to the same products, and marketing and sales tools AccuData uses every day to help you develop new sources of revenue, capture new business and better serve your clients, quickly and easily.

Email Marketing

- **Email Prospecting** that uses detailed demographic and lifestyle options is an efficient, cost-effective way to target prospects. The effectiveness of messages delivered directly to intended recipients is measured through detailed tracking reports.
- **Email Appends with Welcome Message Deployment** is a matching process that identifies opt-in prospects and includes an optional multi-pass program plus outbound permission messaging to append new information.
- **Email Verification and ECOA Processing** (Email Change of Address) can track email users who open and close email accounts from various ISPs, append new email addresses, and provide permission confirmation messages and files updated with the recorded changes and opt-outs. Match rates vary from 12–20%.
- **Email Match & Deploy** can be used with client prospect files or to those records where a relationship cannot be clearly established. This alternative to typical email append services does NOT provide the client the matched email addresses. The email message is deployed under the same parameters as a standard email campaign rental and deployment program.
- **Reverse Email Append** can be applied to postal addresses and contact names when a client file contains only email addresses. The match rate on consumer files is generally around 55%. Demographic appends are available for an additional fee.

The Power of Partnership

By using a full range of data resources, powerful marketing analytics and advanced customer database technology to accurately target qualified buyers, our knowledgeable AccuData team provides a focus on your success that is unmatched.

ACCUDATA INTEGRATED MARKETING
5220 SUMMERLIN COMMONS BLVD
SUITE 200
FORT MYERS, FL 33907
800.732.3440
INFO@ACCUDATA.COM
WWW.ACCUDATA.COM