

AccuLeads®

Gain instant access to B2B and B2C records through the industry's most robust online data resource

With AccuLeads, AccuData Integrated Marketing's proprietary online count and order platform, you have online and on-demand access to millions of records in seconds. Whether you research and plan your lists online or utilize the full-service capabilities of our direct marketing experts, AccuLeads provides:

- The largest collection of national marketing databases and data-related services available
- Data descriptions for quick explanations of each select
- Count and order suppression capabilities
- Client file suppression capabilities
- Real-time, automated descriptive and predictive modeling tools
- A sophisticated visual mapping solution, with both street and aerial views, as well as landmarks and radius by distance or drive time

Solutions for a Range of Marketing Needs

AccuLeads offers data selections to address virtually every marketing channel and campaign objective. Our variety of data sources can help improve your saturation mailings or identify specific targets for special offers. Whether your channel includes direct mail or telemarketing leads, AccuLeads is a powerful website that can help you target more qualified prospects and enhance your marketing return on investment.

Visit www.acculeads.com to start building your list today!



Benefits

1

Get free, unlimited counts and 24/7 access to consumer and business records in one convenient location

2

Use the latest mapping technology for highly customized geographical targeting

3

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

BIG DATA. BIGGER RESULTS.

AccuData delivers B2C and B2B direct marketing solutions you can use today.

 **AccuData**
INTEGRATED MARKETING

The Most B2B and B2C 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 new borrowers and new movers, to demographics and lifestyle data, you simply can't find a richer, more convenient data resource. Select from these premiere resources:

- Industry-leading compiled databases
- Resident/Occupant Data
- Business Data
- Consumer Data
- Targeted Hotline Data
- Hundreds of available demographic, lifestyle, and firmographic data attributes
- Radius and multi-radius capabilities
- Mapping for custom geographies
- AccuModel SnapShot automated profiling solution to find prospects that look like your best customers
- AccuModel Response automated predictive model that helps you target 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

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

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About AccuData Integrated Marketing

AccuData Integrated Marketing helps our clients to acquire, retain and grow a profitable customer base using strategic marketing intelligence and data solutions. For more than 25 years, AccuData has remained dedicated to addressing our partners' challenges through innovation and service. We are a leading data solutions provider helping our clients succeed with a full suite of data-driven marketing solutions. AccuData propels marketing success for thousands of companies through our strategic data partnerships, powerful technologies and scalable data solutions to meet the needs of small to mid-size businesses and large national brands.