

SourcePLUS

Breathe new life into your direct mail campaigns with a solution designed to end list fatigue

Have your marketing campaigns started to plateau even after you've tested your strategies, creative, content, and even re-examined your target audience? Your programs may be suffering from list fatigue. Improve your direct marketing campaigns with AccuData's proprietary multi-sourced list selection technology, SourcePLUS.

SourcePLUS allows you to access not only the highest quality data, but also the most data assets available through a single provider. By leveraging multiple consumer databases that are compiled from a number of different sources, we offer a broad range of demographic, lifestyle, and geographic selection capabilities. If your campaigns need to be refreshed, SourcePLUS can help increase your access to unique records that can widen your prospect universe – and breathe new life into your campaigns.

Find Unique Records that Help Improve Campaign Performance

SourcePLUS also features powerful merge/purge capabilities, enabling us to provide records that are unique to each data source. Incremental lift boosts your reach, and because of our scale, we can price the records at the most competitive rates available.

- 347 million B2C records
- 10 -20% lift over the original source data
- 20%+ match rate on data enhancement over single source data



Benefits

1

Experience incremental lift of up to 20% over single source lists

2

Access multiple data sources to cost-effectively increase your B2C prospect universe

3

Includes NCOALINK® processing to ensure accuracy as well as Move Update compliance

BIG DATA. BIGGER RESULTS.

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

 **AccuData**
INTEGRATED MARKETING