

# Compact Consumer List

## Confidently target consumer prospects with a list built for direct mail success

Compiled specifically with the direct mailer in mind, the Compact Consumer List is one of the largest of its kind in the industry today. This highly targetable consumer list featuring more than 197 million individuals allows marketers to pinpoint their ideal prospects, while benefiting from superior levels of deliverability.

### A New Dimension of Consumer Marketing

Compact Information Systems, a nationally recognized leader in geospatial technologies and the compilation of saturation data, has applied their deep understanding of postal processes and data quality systems to develop a consumer data source centered around highly deliverable and postal compliant addresses. The addition of detailed demographic and lifestyle data attributes allows companies to both target and reach prospective customers with a great deal of accuracy.

### Demographic Attributes Available for Audience Selection

The following list represents a sampling of the demographic attributes that can be applied for audience selection when using the Compact Consumer List.

- 2 Year Age Bands
- Birth Month
- Buying Activity
- Children's One Year Age Ranges
- Children's Gender
- Credit Cards
- Date of Birth
- Date of First Home Loan
- Dwelling Type
- Education
- Ethnic Group
- Exact Age
- Family Position
- Gender
- Hobbies and Interests
- Home Market Value
- Homeowner/Renter
- Income Range
- Modeled Credit Rating
- Motorcycle Owner
- Net Worth
- Number of Adults
- Number of Children
- Occupation
- Presence of Elderly Parent
- Presence of Grandchildren
- RV Owner
- Religion
- Telephone Numbers
- Truck Owner
- Voter
- Wealth Rating
- Year Home Built



## Benefits

1

Target economically active households with dozens of detailed demographic attributes

2

Rigorous data cleansing processes ensure the highest levels of deliverability

3

Access counts and orders online and on demand with our proprietary platform, [acculeads.com](http://acculeads.com)

**BIG DATA. BIGGER RESULTS.**

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

 **AccuData**  
INTEGRATED MARKETING

## Sourcing and Compilation

The Compact Consumer List contains detailed demographic information covering more than 197 million individuals and 124 million households. The core of the multi-sourced file is compiled from dozens of response-based sources coupled with trusted public record data, including:

- Consumer Surveys
- Courthouse Records
- Children's Age Information
- Purchase Transactions
- Real Estate Data
- Self-Reported Data
- Telephone Directories
- U.S. Census Data

Compact's update processes include an extensive data hygiene regime performed monthly; data refreshes and the inclusion of new list sources are performed quarterly.

## Additional Compact Products of Interest

### Compact Resident List

Maximize reach and optimize postal discounts with a data source designed for postal saturation. Compiled from United States Postal Service® intelligence, Compact's Resident List allows you to easily identify specific geographical areas via advanced mapping capabilities.

### Enhanced Occupant Data

Increase the likelihood of connecting with responsive prospects, while retaining the geographic saturation benefits of a standard occupant list. Enhanced Occupant Data allows you to remove households that based on their age and income criteria, are less likely to be responsive to your offer.

### The Apartment File

Reach the residents of specific apartment and condominium complexes with Compact's exclusive Apartment File. Compiled from proprietary sources, the Apartment File covers complexes with more than sixteen units and is selectable by both rent range and complex size.

### Data Appends

Gain fresh insights into who your customers are, how they look, and how they behave with demographic and lifestyle data appends from the Compact Consumer List. Available on AccuLeads, Compact Data Appends allow you to establish marketing segments within your database to create relevant offers.

## About AccuData

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.