

AccuLeads Use Case: Data Reseller Utilizes AccuLeads to Improve Customer Service and Increase Sales

The Objective: A growing west coast-based reseller of direct mailing services had separate sources for each list they sold. To promote efficiency and improved customer service, they sought an online solution that would allow them to use a variety of direct marketing databases and data-related services via a single point of access.

The Solution:

To meet the reseller's need, AccuData Integrated Marketing presented [AccuLeads](#), a proprietary self-service list selection and data services platform. Once registered, the reseller had instant, 24/7 access to the largest collection of national marketing databases available online as well as numerous professional-level marketing tools:

- Geography Upload Functionality
- Sophisticated Mapping Capabilities
- Multi-Radius Counts
- Walk Sequencing for Resident/Occupant Lists
- Detailed Data Descriptions
- Client File Suppression
- Count and Order Suppression
- B2C Data Append Capabilities
- Real-Time Descriptive Profiling and Automated Predictive Modeling

Following a detailed walk-through of AccuLeads, the reseller was able to begin running counts and placing their own orders online. Within a matter of weeks, they had transitioned the bulk of their offline data business to AccuLeads.

The Outcome:

The reseller immediately saw three distinct benefits to using AccuLeads:

1. Sales occurred more quickly

Before using AccuLeads, counts requested by the reseller's clients had to be run through disparate count systems and/or required manual processing by the list broker/compiler. With AccuLeads, comparison counts can be run in real time, often while the client is on the phone. Custom pricing is included with each count, so jobs can be quickly and easily quoted. Both factors combined led to a reduction in the sales cycle and higher overall close rates.

2. Transparency throughout the organization

AccuLeads' unique count and order identification numbers allow registered users the ability to revise and/or process pending jobs within the system. The



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*Edette Herron
AVS Leads*



reseller found this feature particularly helpful in times when one Account Representative was stepping in to assist another as transitions between team members were performed seamlessly to the client. Furthermore, AccuLeads' Admin Panel allows their designated account administrator the ability to add new users, restore passwords, keep critical contact details current, and establish company-level default settings.

3. Offline guidance and support when needed

AccuData's seasoned team of industry experts excel in providing insightful consultation and superior customer service for both online and offline users. While the reseller was self-sufficient in their use of AccuLeads, they found a great deal of value in knowing that the AccuData team was readily available to assist with questions, prepare list recommendations, and facilitate orders for highly specialized lists.

AccuData's AccuLeads

When you require the flexibility to access data and data-related services on demand, rely on AccuLeads. Available 24/7, AccuLeads is the industry's most robust self-service online data resource. Simply log in for instant access to millions of records in seconds.

Whether you are looking for local businesses, national consumers, or a more specialized segment, you'll find it on AccuLeads. We invite you to register today – visit www.acculeads.com to get started.