Medical Equipment Manufacturer Expands Prospect Universe

Company Name
Hearing Care Center

Industry
Medical Equipment
Manufacturer

Location
Nationwide

Client Since
2014

THE CHALLENGE

A single-source direct mail list had been the sole source of prospect data for a manufacturer of hearing aid products. Upon seeing their marketing universe steadily decline, they were determined to find a partner who could maximize their reach of qualified prospects.
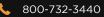
THE SOLUTION

AccuData proposed using SourcePlus, its exclusive multi-source list selection technology, to increase the client's prospect universe. SourcePlus uses a custom waterfall process to identify unique records that meet specific geographic and demographic criteria within multiple consumer files, resulting in an average lift of 20% over a single-source list.

Prior to engaging SourcePlus, AccuData performed a detailed demographic analysis of the Hearing Care Center's customer database to determine the attributes that most closely matched their current purchasing customers.

Using the customer's geographic footprint and consumer attributes that included age (55 and older) and income ($40,000 annually), AccuData proceeded to run counts using the client's preferred direct mail file and identified 386,986 prospect records.

THE RESULTS

AccuData then applied the same criteria to SourcePlus, which was able to identify an additional 320,971 records — an incremental lift of over 82%!

Databases:	Number of Prospects:
Source 1 (original source)	386,986
Source 2	102,552
Source 3	33,639
Source 4	84,608
Source 5	100,172
Total Records Identified:	**707,957**

Before delivering the final file, a complete suite of data hygiene and suppression processes were performed to standardize addresses, meet USPS® Move Update standards, and remove potentially undesirable/undeliverable records.

The Hearing Care Center now orders a monthly refresh to capture changes that are occurring in their prospect universe. On average, they see a 50% lift over their original single-source list.