

AccuModel

SNAPSHOT

Identify prospects that look just like your best customers with real-time demographic insight and analysis

Increase marketing effectiveness with SnapShot, AccuData's automated service that statistically profiles your best customers. Within minutes, your house file is matched against our comprehensive database of U.S. consumers or businesses to create a customized market penetration analysis. The strength of SnapShot lies in the consumer and business demographic overlays that reveal more detailed information about your customers. This allows you to market to them, and to new prospects, more effectively.

Three Steps to Intelligent Marketing with SnapShot

Gain critical insight into your customers and target audience in three simple steps with SnapShot on AccuLeads.

Step One: Run Your SnapShot Profile

A file of your best customers is uploaded to AccuLeads.com and using a sophisticated matching protocol, compared to prospects within your marketing footprint. The result is a detailed profile report that highlights demographic trends considered to be statistically significant between your customer data and the prospect universe.

Consumer demographics include:

- Individual Age
- Gender
- Marital Status
- Family Position
- Occupation
- Children in Household
- Child Ages
- Estimated Income
- Home Owner
- Dwelling Type
- Length of Residence
- Home Market Value
- Estimated Net Worth
- Wealth Rating
- Investments
- Credit Cards
- Interests



Benefits

1

Help yourself to SnapShot via AccuLeads.com or utilize our friendly full-service support capabilities

2

Get started with as few as 500 customer records - numerous file formats are accepted

3

Customize profile reports with your logo, color scheme, and contact details

BIG DATA. BIGGER RESULTS.

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

 **AccuData**
INTEGRATED MARKETING

Business demographics include:

- Annual Sales Volume
- Employee Size
- Location Type
- Years in Business
- Credit Code
- Credit Grade
- Woman Owned
- Public/Private Indicator
- Import/Export Indicator
- SOHO
- Owner/Renter
- Square Footage
- Advertising Expenses
- Rent/Lease Expenses
- Utility Expenses
- Computer Expenses
- SIC Division
- 2 Digit SIC Code
- 4 Digit SIC Code

Step Two: Run Your Count Report

Determine the number of prospects in your target market when you run a SnapShot count report. This flexibility allows you to customize market areas while retaining the demographic insight and statistical intelligence of your customer profile. You'll be able to apply additional demographic filters and a detailed count report is provided.

Step Three: Order Your Data

Order prospects based on a priority order that has been established through our key statistical findings. At the order stage, you can customize your file layout and type and additional demographic fields can be added for enhanced targeting. Your current customer file is automatically suppressed from the prospect universe to eliminate duplication.

AccuModel Response - Predictive Analytics

When campaign requirements dictate a deeper level of behavioral understanding and prediction, trust AccuModel Response. Also available through AccuLeads, AccuModel Response is an automated predictive model that allows you to compare two distinct client datasets in order to identify prospects that are the most likely to complete a desired action. You'll provide a response field that indicates those who responded to those who did not; the response field can be indicative of purchases, responses, or renewals. AccuModel Response finds significant differences between the two groups and assesses the differences to identify whether a pattern exists and if they are likely to repeat themselves. The result is a list of prospects with the greatest probability of purchasing your products or services.

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