

SourcePLUS

Go multi-source without having to go multi-vendor.

With AccuData's exclusive SourcePLUS, increase record counts quickly and easily without having to manage multiple data vendors, net name arrangements, or additional run charges. This unique technology is ideal for hyper-targeted campaigns as it provides expanded coverage for enhanced targeting selections.

Benefits



Prepare for lift-off. Instantly expand your B2C prospect universe by 20-50%.



Reduce marketing spend, improve efficiency, and enhance overall marketing ROI.



Reach a wider audience without sacrificing targeting selections.

Why Stop with Just One?

Our exclusive multi-source technology, SourcePLUS, enables marketers to leverage the unique qualities of four leading consumer datasets with ease and efficiency.

Broaden your marketing reach like never before.

SourcePLUS allows you to access not only the highest quality data, but also the most data assets available through a single provider. Fully customize your SourcePLUS experience with a full range of demographic, lifestyle, and geographic targeting capabilities.

Get the best that each dataset has to offer.

Not all datasets are created equal. Because each data compiler has a unique sourcing method, each dataset contains unique records. Now, you can access the best records from four national compilers at once. Our exclusive process ensures that each record is unique.

SourcePLUS offers:

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



Leverage our unrivaled access to the nation's best consumer data.

Ideal for:

- Healthcare and Medical Related Services
- Insurance
- Nonprofit Organizations
- Financial Services
- Education
- Consumer Goods
- Niche Services



SourcePLUS is Available on Demand on AccuLeads

Targeted Data Solutions with AccuData



Unrivaled Access

Reach new customers with unrivaled access to the nation's best consumer and business data. We're backed by the power of more than 400 data providers.



Full Suite of Data Solutions

What started as a mailing list company 30 years ago has evolved to encompass nearly every aspect of data purchasing, processing, and management.



Exclusive Products

Our products and services were developed by marketers, for marketers. As industry leaders, we know how to drive direct marketing success for our agency clients, brand marketers, and reseller partners.



A Data-Savvy Extension of Your Team

Our tenured team of experts is at the ready to answer your questions, offer consultation, train your staff, or serve as your data expert in projects and presentations.