AccuData
INTEGRATED MARKETING

Targeted Data Solutions

Just as the name implies: Accurate consumer data, business data, and data solutions are the core of what we do.

AccuData's access to the nation's most insightful and accurate consumer and business data is unparalleled. We provide direct, in-house access to thousands of direct marketing data sources, including the nation's leading compiled resident/occupant, consumer, and business datasets for prospecting, enhancement, and analytics.

Benefits

Find new customers through our best-in-class marketing list building platform.

Learn more about your most loyal customers with data enhancement services.

Power your direct marketing efforts with accurate, precise data.

Target Your Ideal Audience with Precision

Let us help you reach your next best customer and encourage brand loyalty from your current customers.

Identify and Reach New Customers: Hands down, AccuData offers access to more consumer and business data than anyone. We enable precise targeting based on location, demographics, lifestyle attributes, purchase behavior, occupation, donor history, and more. We offer postal, email, IP, and device targeting abilities.

Enhance Customer Data: Better engage your current customers by appending contact information, demographic and lifestyle attributes, and even buying behavior to first-party customer data. AccuData offers a full suite of data append services, including batch and real-time append solutions, and can provide custom integrations with your current database solution.

Data Hygiene and Processing: AccuData offers a full suite of services designed to cleanse and process offline and online customer data. From postal address standardization and email address verification, to customer suppression and custom processing, trust AccuData's team of data experts to get the job done.

Data on Demand: Data on Demand provides access to our expansive data via our e-commerce platform or yours. This easy-to-implement technology allows direct marketing providers to offer mailing list data within their current print-on-demand solution, within AccuData's standalone platform, or via API.

Custom Data Solutions: When you have a data challenge, we have a custom solution. We offer custom data installations for a variety of needs and can integrate with a multitude of platforms and technologies. Our experienced team is always at the ready to develop a customized solution for your unique business needs.

We make our data work for you with these exclusive products:

AccuLeads: Gain access to more than a billion records via our best-in-class marketing list building platform. Our exclusive online platform provides unparalleled, on-demand access to the nation's leading compiled consumer and business data sources. AccuLeads provides sophisticated mapping capabilities for precise geo-targeting, customer file suppression, data enhancement services, customer profiling abilities, and predictive modeling.

SourcePLUS: Instantly expand your B2C prospecting universe with our exclusive multi-source technology, 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.

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.

Embedded Data 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.