

# SourcePLUS

Go multi-source without needing 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 larger audience without sacrificing your ability to target effectively.

## Why Stop with Just One?

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

### **Broaden your 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 compiler has a unique sourcing method, each dataset contains unique records. Now, you can access the best records from multiple national compilers at once. Our exclusive process ensures that each record is unique.

### **SourcePLUS offers:**

- More than 300 million B2C records
- 20%+ lift over the original data source
- 20%+ match rates on data enhancement over single source data

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

SourcePLUS is ideal for:

- Banking Relationships
- Consumer Goods
- Education Offers
- Financial Services
- Healthcare
- Insurance Services
- Invitation to Apply
- Niche Services
- Nonprofit Organizations
- Real Estate
- Retail
- Travel and Hospitality

**Speak to your Account Representative to request  
SourcePLUS access on AccuLeads today!**

## Targeted Data Solutions from AccuData



### Unrivaled Access

Reach new customers with unrivaled access to the nation's leading consumer and business data. We're backed by the power of hundreds of data providers.



### Full Suite of Data Solutions

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



### 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.



### An Extension of Your Team

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