

# AccuLeads

Reach your next customer with unrivaled access to the nation's leading residential, consumer, and business audiences

AccuLeads offers access to more residential, consumer, and business datasets than any other online platform. For precise targeting based on the attributes essential to your campaign, look no further than AccuLeads. Visit [www.AccuLeads.com](http://www.AccuLeads.com) and register today!

## Benefits



Get free, unlimited counts and 24/7 access to industry-leading datasets and data-related services.



Create highly-customized geographic areas of focus with our sophisticated mapping capabilities.



Utilize a variety of online data solutions, including descriptive modeling and enrichment services, to power your campaigns.

With AccuLeads, AccuData Integrated Marketing's best-in-class audience creation platform, you have online, on-demand access to more than a billion records in seconds. AccuLeads enables marketers to research and develop highly-targeted marketing lists online while benefiting from the full-service capabilities offered by our team of marketing experts.

## AccuLeads Provides:

- A Power Search feature to quickly search all datasets for your desired attributes
- Clear descriptions of each data element
- Count and order suppression capabilities as well as client file suppression
- Radius and multi-radius capabilities
- Sophisticated visual mapping with street and aerial views, radius by distance or drive time, and polygon tools
- Automated descriptive customer profiles to identify lookalike prospect audiences
- Automated data appends to enhance your first-party data with the addition of demographic and firmographic elements

## A Robust Collection of Datasets

Use AccuLeads to improve targeting as you streamline the count, order, and payment process. AccuLeads provides an optimum blend of online functionality with quality data options and efficient services, making your count and order experience easier and more productive. And, best of all, you decide how much or how little help you need. No matter the audience you seek, it's available on AccuLeads. You simply won't find a more complete data resource.

- Compact Resident List
- Compact Consumer Plus
- Acxiom InfoBase®
- Epsilon TotalSource Plus™
- DatabaseUSA Business Data
- Acxiom InfoBase® Real Property
- HomeData Pre-Movers
- HomeData New Movers
- HomeData New Homeowners
- HomeData New Connects, and more!

## UTILIZE ACCULEADS FOR A VARIETY OF MARKETING NEEDS

**Residential Data:** Maximize reach as you optimize postal discounts with a highly-deliverable data source designed specifically for geographical saturation.

**Consumer Data:** Reach consumers at home by mailbox or inbox. Select from thousands of demographic, life event, lifestyle, and behavioral attributes to target your desired audience.

**Business Data:** Leverage business classification tools and relevant firmographics to identify companies and top executives likely to show an interest in your product or service offerings.

**Targeted Data:** Access the latest data on consumers that have recently experienced an impactful life event with hotline solutions to target new homeowners and new movers.

**Modeling:** Access our real-time, automated descriptive profiling tool, which enables you to identify lookalike audiences and highly-responsive prospects.

**Data Solutions:** Utilize our online customer suppression and data enhancement tools to develop highly-targeted marketing lists that maximize marketing spend.

**Begin Today! Visit [www. AccuLeads.com](http://www.AccuLeads.com) to create your free account.**