

Lists and Leads

Access an unparalleled number of industry-leading data partners and products

Benefits



Help yourself to easy-to-use online tools or utilize our friendly full-service support capabilities



Tap into the collective knowledge of AccuData's tenured team for data recommendations



Purchase data products and services on demand at www.acculeads.com

AccuData enables marketers to expand their reach and engage with new audiences. Our tenured team has years of real-world direct marketing experience and is ready to provide objective data recommendations. Allow us to listen to your needs and provide guidance to help you optimize your campaign – direct mail, telemarketing, email, or digital. Whether your need is to saturate a specific area or focus exclusively on key demographics/firmographics, AccuData offers you the best sources to reach qualified prospects.

Resident/Occupant Lists

Maximize reach while optimizing postal discounts with this data source that is designed for postal saturation. Compiled from United States Postal Service intelligence, Resident/Occupant data allows mailers to identify residential and/or business addresses within specific geographic areas via advanced mapping capabilities. Resident/Occupant mailing lists are ideal for campaigns with messaging that is suitable for a broad audience or those that are geographically focused.



Consumer Lists

Focus your campaign on the right audience with highly targetable consumer lists. These databases of economically active households are commonly compiled from sources that include buying activities, public records, and consumer surveys. Choose from a variety of demographic, lifestyle, psychographic, and transactional selects that are most relevant to your prospect market. Frequently requested selects include:

- Age/Date of Birth
- Marital Status
- Presence of Children
- Education/
Occupation
- Ethnicity
- Estimated Income
- Net Worth/IPA
- Modeled Credit
- Mortgage Attributes
- Property Attributes
- Hobbies/Interests
- Modeled Credit Data

Business Lists

Leverage business classification tools and relevant firmographics to identify and reach businesses that are a good fit for your products or services. Available at the company or contact level, B2B data is frequently compiled from sources that include annual reports, corporate websites, new business filings, and yellow page listings. Frequently requested selects include:

- SIC Codes
- NAICS Code
- Employee Size
- Sales Volume
- Top Contact Name
- Functional Job Title
- Top Contact Gender
- Email Addresses
- Owner Ethnicity
- First Year in Business
- Nonprofit Indicator
- Square Footage
- Credit Score
- Telephone Number

Specialty Lists

Advance your targeting efforts beyond traditional B2C and B2B list options to identify a variety of highly-focused prospect segments. Specialty lists identify consumers and businesses based on specific niche attributes. Commonly used compilation sources include directory assistance data, industry publications, professional directories, and state occupation licenses. Examples of frequently requested lists are:

- Doctors by Practice Type
- Nurses by License Type
- Dentists/Dental Assistants
- Pharmacists
- Club/Organization Members
- College Students
- New Connects/Disconnects
- New Homeowners/New Movers
- Churches by Congregation Size
- Teachers by Grade or Subject
- Registered Voters by Party
- Local Government

Response Lists

Identify prospects by activities and affinities with aptly named response lists. Response lists, also referred to as managed lists, are highly sought after for their ability to pin-point consumer and business segments based on what they do. The cornerstone of response data is recency, frequency, and monetary value (RFM)—spending characteristics that can be an excellent predictor of future needs. Types of response data may include:

- Donors by Dollar Amount
- Donors by Source of Donation
- Catalog Purchasers
- Catalog Recipients by Title
- Magazine Subscribers by Title
- “As Seen on TV” Product Buyers
- Online Product Purchases
- Opportunity Seekers
- Consumers with Online Gift Registries
- Opt-In Email Files
- Ailment-Related Buyers