

Identify and Reach Today's In-Demand Audiences

Target modern consumers and power more relevant marketing communications with our unique consumer datasets.

When your marketing initiatives call for identifying niche audiences, turn to AccuData for unparalleled access to today's most relevant consumer data.

Benefits



Reach today's modern audiences with your specialized offers and brand messages.



Utilize data-driven intelligence to connect with the audiences seeking your products and services



Learn more about your current customers by enhancing your loyalty data with modern consumer attributes

Consumer behavior is changing at light speed. To keep up, brands need to identify the right consumer segments and communicate with relevant, personalized messaging.

Leverage AccuData's expertise and modern consumer datasets for enhanced customer targeting and more impactful customer communications.

In-Demand Consumer Audiences

- Multigenerational families
- Online grocery shoppers
- Cord cutters/binge watchers
- Meal delivery app users
- Elders in the household
- Generational cohorts
- Young children in the household
- Individuals with underlying health conditions
- Medical supply purchasers
- Occupational data, including hourly workers
- Prescription and OTC-medicine purchasers



In-Demand Political Audiences

- Registered voters by party
- Voter history
- Congressional districts
- Politically Liberal
- Politically Conservative
- Political donors
- Conservative donors
- Ethnicity and religion
- Presence of veteran in the household

In-Demand Business Audiences

- Essential businesses
- Restaurants
- Small businesses
- Women-owned business
- Owner ethnicity
- Nonprofit organizations

In-Demand Healthcare Professionals and Facilities

- Hospitals and medical care facilities
- Doctors by specialty
- Nurses by license type
- Respiratory specialists
- Rehabilitation facilities
- Urgent Care/Convenient Care centers

Regardless of your marketing campaign goals or the audience segment you seek, AccuData's team of direct marketing experts can guide you through each step of the process, ensuring your marketing message falls into the right hands.