

Custom Audience Segments on AccuLeads

Identify distinctive consumer audiences with ease

Turn to AccuLeads when you require highly segmented, relevant audiences to help your campaign reach its fullest potential. AccuLeads features Custom Audience Segments, a variety of predefined consumer audiences to support your brand's direct mail, email, and digital marketing initiatives.

Benefits



Access predefined audience segments to increase the relevance and targeting of your campaign.



Layer in demographic attributes to further define the consumers you communicate with.



Pair Custom Audience Segments with AccuLeads' leading mapping technology for highly customized geo-spatial targeting.

AccuData's Custom Audience Segments are sourced from a robust collection of attitudinal, behavioral, and preferential propensity models, which are indicative of a household's purchasing intent. These Custom Audiences are predefined for ease of use and can be paired with a combination of geographies and additional demographic, lifestyle, and/or transactional data attributes for further refinement. A sample of current Custom Audience Segments include:

New Car Buyers

In-market propensities that indicate how likely a household is to be involved in the purchase of a new car and value the car as a reflection of their lifestyle and image.

Used Car Buyers

In-market propensities that indicate how likely a household is to be involved in the purchase of a used car and values the cost savings of doing so.

Medicare/Medicaid Prospects

In-market propensities that indicate how likely a household is to carry medical insurance provided by Medicare or Medicaid.

Long Term Care/Supplemental Care Insured

In-market propensities that indicate how likely a household is to carry long term care insurance and utilize supplemental healthcare services.

Uninsured

In-market propensities that indicate how likely a household is to lack major medical insurance coverage.

Outdoor Enthusiasts

In-market propensities that indicate how likely a household is to participate in outdoor activities, outdoor sports, or enjoy watching or reading related content.

Travel Enthusiasts

In-market propensities that indicate how likely a household is to travel and participate in a variety of travel-related planning activities.



AccuLeads — the Most B2C and B2B Data Options Available Online

With AccuLeads, AccuData Integrated Marketing's best-in-class marketing list building platform, you have online and 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 direct marketing experts.

AccuLeads is more than Custom Audiences! Whether you are looking for local businesses, national consumers, or a more specialized segment, it's all available on AccuLeads. From identifying new borrowers and new movers, to multi-generational households and wine connoisseurs, you simply won't find a more complete data resource.

ADDITIONAL SERVICES



Data Enhancement

Better engage current customers by appending Custom Audience Segments along with contact information, demographic data, and lifestyle attributes to your first-party data.



Email Enhancement

AccuData's multi-pass email append solution identifies recent, active email addresses for your customers at the individual and/or household level.



IP Targeting

Like direct mail delivered digitally, IP Targeting serves digital display advertising to your Custom Audience based on their physical address. IP Targeting reaches prospective new customers without the use of cookies.