

# Relationships

Discover a Responsive Universe of Individuals  
Connected to Your Desired Audience

Quite like influencers share content and recommendations online via social channels, our closest connections perform a similar function in day-to-day conversations.

## Benefits



Build a new and responsive consumer prospect universe based on the criteria of your customers' relatives



Add another dimension of information by appending Relationships' information to your first-party data



Target the relatives of your qualifying customer group with membership offers

Bring the power of influence to your next marketing initiative with AccuData's Relationships, a prospect audience and data enhancement service. With Relationships, we identify real familial connections that may influence or be influenced by your target audiences, current customers, or donor base.

## Unique Applications for a Variety of Marketing Campaigns

Relationships leverages the intelligence of one of the nation's largest direct marketing data repositories along with several decades of historical consumer address data, name changes, ages, and gender to identify senior parents and adult children.

### Marketing applications include:

- Affinity campaigns and referral offers
- Independent and assisted living
- Life-stage changes and life-event triggers
- Luxury product sales
- Senior-related needs and services
- Wealth identification and asset management



## Available Selects

In addition to a significant selection of demographic data, the following Relationships selects are available:

- Adult Children with Senior Parents
- Adult Children with Wealthy Parents
- Distance of Relative from Prospect (Geography)
- Potential Inheritors
- Grandchildren's Ages
- Grandparents with Grandchildren Living with or Outside of the Grandparents' Household
- Relative's Age, Gender, Income, Net Worth, and More

*Please note that due to the highly sensitive nature of Relationships data, a sample mail piece is required for approval. A direct association or linkage between the customer and/or prospect and their relative's record is not provided.*

## Targeted Data Solutions with AccuData



### Unrivaled Access

Reach new customers with unrivaled access to the nation's best consumer and business data. We're backed by the power of more than 400 data providers.



### Full Suite of Data Solutions

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



### 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.



### Embedded Data Team

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