

Dataset Overview

Target your Ideal Audience with Precision

Reach new customers with unrivaled access to the nation's best consumer and business data.

Data Options on AccuLeads

- Acxiom Consumer
- Compact Consumer
- Epsilon Consumer
- Compact Resident
- DatabaseUSA Business
- Acxiom Real Property
- AmeriLINK®
- Acxiom New Movers
- Acxiom Pre Movers
- Acxiom New Homeowners
- HomeData New Mover
- HomeData Premover
- HomeData New Business Connects
- HomeData New Homeowner
- HomeData New Neighbor Connects

Resident/Occupant Data

- Carrier Route Saturation
- Residential Addresses
- Business Addresses
- Mapping
- Postal Presorts

Vehicle Data

- Auto Year, Make, and Model
- Black Book® Appends
- Kelley Blue Book® Appends
- Fleet Vehicles
- Budget/Purchase Predictor
- Ownership Propensity
- Auto Insurance Expiration
- Auto MSRP
- Vehicle Purchase Date
- Motorcycle Owners
- Boat Owners

Lifestyles/Consumer Interests

- Contributors/Donors
- Collectors
- Hobbies
- Reading
- Healthy Living
- Hunting and Fishing Licenses
- Sports

Life Event Data

- Teen Driver in Household
- College Graduate
- Newly Engaged/ Newly Married
- Pre- and Post-Natal
- Recently Divorced
- Recently Retired

Financial Data

- Income
- Discretionary Spend
- Net Worth
- Income Producing Assets
- Investments
- Bankruptcies, Tax Liens, and Judgments
- Modeled Credit Data

Senior Adults

- Adult/Assisted Living Prospects
- Hearing Aid Prospects
- Medicare Prospects
- Senior Adults Present in the Household
- Senior Parents with Adult Children

Businesses & Industries

- Agriculture/Farmers
- Line of Business
- Top Executives
- Job Functions/Titles
- Clubs and Organizations
- Minority-Owned
- Women-Owned
- School Personnel
- Colleges and Universities
- Churches
- Hospitals
- Medical Offices
- Local Government

Ailment Data

- Ailments and Medical Conditions
- Diabetics
- Medications/ Prescriptions
- Vision

Hotlines

- New Connects
- New Movers
- New Homeowners
- New Borrowers
- New Businesses



Consumer Data

- Buying Activities
- Canadian Consumers
- Children by Age/
Gender
- College Planning
- Date of Birth/Age
- Dieting Concerns
- Dwelling Type
- Early Adopters/
Technology Savvy
- Education
- Environmentally
Friendly
- Ethnicity
- Family Relationships
- Health and Wellness
- Home Schooling
Families
- Household
Composition
- Language Preference
- Mortgage Attributes
- Occupation
- Pet Owners
- Pilots/Aircraft Owners
- Presence of Credit
- Property
Characteristics
- Registered Voters/
Political Party
- Religion
- Students/College
Students
- Ultra Affluent
- Veterans
- Young Adults/Senior
Adults

Data on Demand

- Data Pipe
- Real-Time API
- Storefront

**Consumer
Segmentation Systems**

- PRIZM®
- P\$YCLE®
- PersoniX®
- ConneXions®
- Digital
Neighborhoods®
- Living Well Database™
- GenerationsSM
- MindBase®
- Mosaic®
- Niches®

**Energy,
Telecommunications, &
Utilities Solutions**

- Homeowners
- Property Attributes
- Cable/Satellite
Subscribers
- Commercial Property
Owners
- Square Footage

Response Data

- Magazine Subscribers
- Catalog Shoppers
- Online Purchasers
- Donors by Cause/
Organization
- Donors by Dollar
Amount

**State Licensed
Professionals**

- Accountants/CPAs
- Insurance Agents
- Realtors
- Stock Brokers
- Teachers

Medical Professionals

- Chiropractors
- Dentists
- Dental Hygienists
- Dieticians and
Nutritionists
- Doctors by Specialty
- Nurses
- Occupational
Therapists
- Optometrists
- Paramedics
- Pharmacists
- Physical Therapists
- Psychologists
- Veterinarians
- Office Managers

Data Enhancement

- Demographic Append
- Business Data Append
- Phone Append
- Reverse Phone
Append
- Geocoding

Data Hygiene

- NCOA^{Link®}
- CASS™
- DSF^{2®}
- DPV®
- LACS^{Link®}
- Bankruptcy
Suppression
- Deceased Suppression
- Prison Suppression
- Underage Suppression
- Do Not Mail
Compliance
- DNC Compliance
- DMA Suppression

Modeling and Analytics

- SnapShot by
AccuData™
- Predictive Modeling

Data Processing

- File Cleansing/
Standardization
- File Conversion
- File Reformatting
- Name and Address
Parsing
- Casing
- Merge/Purge
- Deduplication
- Prioritization
- Suppression Services

**Email and Digital
Marketing Solutions**

- Retention Email
Deployment
- Consumer Email
Prospecting
- Business Email
Prospecting
- Email Verification
- Email Append with
Welcome Message
Deployment
- Reverse Email
Append
- Match and Deploy
- Email Reactivate
- Creative Services
- Addressable
GeoFence
- Social Media
Advertising
- Programmatic
Advertising
- Venue Targeting/
Retargeting