

Mailing Lists



Using the mail to reach out to your clients or potential customers is by far the best and more efficient way to spend your marketing resources. Today there are so many ways to gain and access data and the amount of data is massive. So many people today give away their personal information making mail the best media to target specific people and businesses to market your products.

To reach consumers at their home address, consider using a Consumer list if targeting consumers by elements like age, ethnicity, and buying activity is important to your mailing. Consumer lists are compiled from a variety of public records sources including county recorder data, credit card transactions, telephone directories, and survey data. Consumer files are updated every 30 to 60 days. Consumer lists offer extensive personalization and targeting options that include geographic, demographic, lifestyle, psychographic, and transactional selections.

TARGETED BUSINESS LISTS



Reach the freshest and even more targeted consumers at their home address by using a Targeted Specialty list. We have lists for residential, business, financial and many other categories. These lists can be very specific in targeting the right prospect. Lists are compiled from a variety of public and private record sources including credit data, professional journals, legal filings, media/news resources, and government registrations.

SnapShot by AccuData: SnapShot is an automated, easy-to-use tool that statistically profiles your best customers. Within minutes, your house file is matched against our comprehensive database of U.S. businesses or consumers to create a customized market penetration analysis. The strength of SnapShot lies in the consumer and business demographic overlays that reveal more detailed information about your customers. This allows you to market to them, and to new prospects, more effectively. In three simple steps, you can purchase a list of prospects (in your specific trade area) that look just like your best customers!

Download your sample [Business](#) or [Consumer](#) SnapShot here! For more information on the benefits of AccuData's SnapShot as well as frequently asked questions, please call Mike Nobis at 217-222-5145 or email him at nobis@jkcreative.com.