

Data Planning Sheet

Resident/Occupant Data

- Residential Addresses
- Business Addresses
- Mapping

Consumer Data

- Buying Activities
- Canadian Consumers
- Children by Age/Gender
- College Planning
- Date of Birth/Age
- Education
- Occupation
- Ethnicity and Religion
- Language Preference
- Home Schooling Families
- Ultra Affluent
- Registered Voters/Political Party
- Students/College Students
- Pilots/Aircraft Owners
- Young Adults
- Senior Adults
- Mortgage Attributes
- Property Characteristics
- Homes with Pools

Financial Data

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

Automobiles and Vessels

- Auto Year, Make, and Model
- BlackBook
- Fleet Vehicles
- Trucks, Motorcycles, and RV's
- Purchase/Budget Predictors
- Boat Owners
- Jet Ski Owners
- Snowmobile Owners
- Auto Insurance Expiration

Lifestyles and Consumer Interests

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

Ailment Data

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

Live Event Data

- Newly Engaged/Newly Married
- Recently Divorced
- Pre and Post-Natal
- College Graduate
- Recently Retired

Hotlines

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

Businesses and Industries

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

State Licensed Professionals

- Accountants/CPA's
- Insurance Agents
- Realtors
- Stock Brokers
- Teachers

Medical Professionals

- Doctors by Specialty
- Dentists and Dental Assistants
- Physical Therapists
- Nurses
- Pharmacists
- Occupational Therapists

Data Hygiene

- NCOA
- CASS
- DSF
- DPV
- LACS
- Bankruptcy Suppression
- Deceased Suppression
- Prison Suppression
- Do Not Mail Compliance
- DNC Compliance

Data Enhancement

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

Modeling and Analytics

- Descriptive Profile
- Predictive Modeling
- Customer Segmentation

Email Marketing Services

- Consumer Email Prospecting
- Business Email Prospecting
- Email Appends
- Reverse Email Appends
- Match and Deploy
- Deployment Services
- Email Change of Address
- Email Verification

Data on Demand

- DataPipe
- StoreFront

