

Consumer Data Appends *Sharpen your customer insight*

Effective marketing means being in tune with your customers and developing a meaningful two-way relationship with them. The more you know, the more relevant your communications will be and the more likely they will be to respond with a purchase. QuadData Solutions can help you get to know your customers even better with our wide variety of profiling and data appends.

Demographic customer profile

A demographic profile analysis is a great place to start to learn more about the primary demographic characteristics of your customer and/or prospect lists. This profile provides insight that can be helpful for future list selection, identification of meaningful data for overlays and the comparison of different customer groups. Your customer and prospect names and data will be compared to the current nationwide benchmark files to determine how they compare to the “national average” on a variety of data points. QuadData Solutions will then provide you with a comprehensive report of our findings. This provides a focused snapshot of your customers and a base of learning on which to build.

For your profile, we can access several of the most respected national compiled consumer databases (including the Donnelley Marketing DQI3 file and Valassis’ national saturation and demographic file) and can use them to append new data to your existing customer records. This can include basic demographics, census data, lifestyle and purchase history information, modeled scores or self-reported survey data.

Some of the data that is typically appended includes:

Individual and household level characteristics

- Individual age
- Individual gender
- Head of household age
- Household member count
- Household income
- Purchasing power indicator (household income adjusted for county level cost of living)
- Number of active consumer trade lines
- Home value
- Dwelling unit size
- Length of residence
- Head of household gender
- Head of household spouse present
- Marital status likelihood
- Likelihood of 1+ children age 0-5 in household
- Likelihood of 1+ children age 6-11 in household
- Likelihood of 1+ children age 12-17 in household
- Likelihood of Internet usage

Area level characteristics

- Median household income
- Average years of school for adults age 25+ years
- Percent of the population employed in managerial and professional occupations
- Percent of households with public assistance income
- Percent of the population employed in blue-collar occupations
- Percent of households with retirement income
- Percent of housing units that are owner-occupied
- Percent of housing units that are single-family dwellings
- Median year housing unit built
- Median age of population
- Median home value of owner-occupied housing units
- Density (population per square mile)
- Nielsen county rank
- Nielsen region code
- State by Nielsen region

We'd like to tell you more

At QuadData Solutions, we offer comprehensive data-driven marketing capabilities that can be tailored precisely to your needs. For details, please contact us today.