

List Acquisition *Widen your marketing reach*

Communicating with your existing customers is the first step in any ongoing marketing program. But to expand your business, you also need to expand your universe and find new, viable targets for your message. QuadData Solutions can find and acquire prospects with characteristics similar to your best existing customers by accessing and implementing our high-quality consumer and business records.

Choose your target

Using a combination of data-driven insight and best of breed third-party compiled databases, we can augment your targeting universe and help build your response. Whether your marketing program is B-to-C or B-to-B, there are hundreds of data variables to use in your selections that can boost your program and bring in new revenue.

Consumer Lists

We leverage the Donnelley Marketing DQI3 consumer file, the enhanced Valassis national consumer database and the various AGS databases as appropriate to meet our customers' targeting needs. Data can be appended to your existing database or used for selecting and segmenting new prospect files for your campaign.

Business Lists

For business-to-business marketing programs, we've partnered with both Dun & Bradstreet and infoUSA to provide you with the most accurate and complete business data available. As with our consumer files, this data can be appended to your existing business records, or complete records can be rented for use as a prospecting tool.

Choose your variables

Based on the scope and goals of your marketing program, we'll work with you to select the most relevant data variables. Your options are virtually limitless, and include:

- Basic census level information
- Demographics
- Lifestyle information
- Buying patterns
- Other specialty data



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.