



Targeted Mail vs. Saturation Mail • Data & Mapping

Knowing your customer is a key factor in targeted direct mail marketing. The customer's basic demographic information is a start; however, a more complete understanding of their profile, such as buying habits, social trends, and lifestyle interests can help you achieve a more successful direct mail campaign.

Demographics Select by Age, Gender, Income and More:

- Families with children
- Seniors
- Ethnicity
- Language preference
- Homeowners and home value
- Dwelling type
- Length of residence

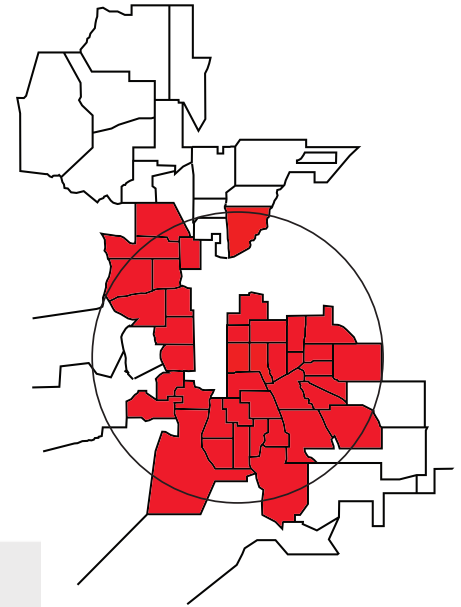
General Behavior-Based/ Lifestyle Interests:

- Hobbies
- Sports
- Travel
- Music
- Net worth
- Mail-order response and buyers
- Ailments
- Investing

National Resident Database (NRD) has over 148 million records. Saturation mailing is sorted in "walk-sequence," corresponding to how the postal carrier delivers the mail in a specific carrier route. This "walk-sequence," offers you the maximum postal discounts.

We offer an online mapping program with many features. With the new polygon tool, you can obtain real counts by simply drawing boundaries around your market area. You can even get counts for drive time, routes, radius, specific ZIP Code™ areas, demographic information, and much more.

Saturation List



Consumer List/Targeted Data

