

Mh2 PrecisionBase CONSUMER LIST



WHAT IS Mh2 PrecisionBase CONSUMER LIST?

Mh2 PrecisionBase Consumer List is a comprehensive database consisting of more than 231 million individuals and 158 million households. It is designed to enable you to effectively and efficiently target new consumers using hundreds of specific data elements. Providing a range of economic activity, marketability and deliverability helps deliver the best results based on your specific needs. PrecisionBase provides you with the most marketable consumer prospect file to enable customer acquisition, reactivation and maximization of marketing efforts.

HOW IT WORKS

Mh2 PrecisionBase Consumer List begins with more than one billion names and addresses from a variety of sources including public real estate information, purchase data from catalogs, auto dealerships, consumer surveys, publications, registrations and telephone directories. The industry leading customer data integration technology that supports Mh2 PrecisionBase Consumer List, reduces the number of duplicate data. Then, demographic, behavioral, purchase, health, travel and real property data is applied to each record.

HOW DOES IT HELP?

- Increase profits
- Reduce direct marketing costs
- Maximize ROI

PROVEN RESULTS

Mh2 PrecisionBase Consumer List:

- Exceeds competition by as much as 10 percent in quality and deliverability
- Improved ROI of six percent to 10 percent
- Highest percentage of marketable records at 95.40 percent, just 0.3 percent file duplicates as compared to competitors

WHY Mh2 PrecisionBase CONSUMER LIST?

- Best combination of coverage and accuracy,
- Mh2 PrecisionBase contains the most comprehensive repository of data available
- Mh2 PrecisionBase Consumer List has expanded to nearly match the entire population of 18-80 year olds
- Highest deliverability, best ROI, fewest duplicates, large element selection of affluence indicators and behavior elements
- Hundreds of buying activity, behavior and interest elements, retail-focused models and segmentation system

SAMPLE LIST SEGMENTS

Bankruptcy

- Reach new bankruptcy filers on a monthly basis with nearly 165,000 new records added monthly
- Bankruptcy database contains non-personally identifiable data on 18 million bankruptcy filings

Hotlines

- Suite of event trigger files consisting of households that are experiencing life event triggers that drive response to marketing offers
- Files include New Movers, New Home Owners, Credit Card Activations and Pre-Movers

DESCRIPTION

Optimize targeting efforts

APPLICATION

- Consumer acquisition
- Prospecting
- File installs and transactional lists

BENEFITS

- Receive the most accurate prospect names and addresses in the industry
- Increase the results of your marketing initiatives
- Gain accurate insight
- Craft the most meaningful messages for target consumers
- Remove excessive costs associated with duplicate and inaccurate data

Property

- Comprehensive consumer list sourced from county recorder and assessor records to help clients target prospects that can own real estate
- Data composed from all verified homeowners

Social Network Users/Influencers

- Includes demographic, psychographic and behavioral data that recognizes the members of social networking sites such as Facebook, LinkedIn and Twitter who look like your most valuable customers
- Choose lists based on specific criteria

Mh2 Direct, LLC.

40 Richards Avenue,
Norwalk, CT 06854

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Visit our website at
www.mh2direct.com
or call 203.604.1961