



# Data-Driven Marketing Solutions

A Comprehensive Guide for AccuData's Reseller Partners

For more than 30 years, AccuData has remained dedicated to addressing the challenges of data-focused printers and mailers through innovation and service.

We drive marketing success for thousands of businesses through our strategic data partnerships, powerful technologies, and custom data solutions to meet the needs of small- to mid-size businesses and large national brands.

Our reseller partners leverage our industry knowledge and unique capabilities to provide their customers with expertly designed direct marketing solutions that are delivered with exacting accuracy and provide exceptional competitive advantage.

AccuData allows you to focus on what you do best while our experts help you increase your product line and build new revenue channels.



## Targeted Data Solutions

Unparalleled data sources that form the basis of intelligent audience targeting and smarter marketing campaigns

Help your clients identify and reach their ideal audience with unrivaled access to the nation's leading compiled, specialty, and response databases for marketing across multiple channels.

AccuData guides you through data product and service options as you leverage our collective understanding of the strengths each offering presents. Our data recommendations are unbiased, based solely on providing the right solution for your clients' specific needs.

Whether you seek prospecting, hygiene, or enhancement solutions, you'll experience an excellent reseller pricing structure and rapid turnaround that comes from our longstanding relationships with major compilers and data service providers.

### Ask how we can help with:

- Identifying prospective customers for your client
- Ending list fatigue
- Cleaning customer data
- Finding missing customer information
- Creating custom lists
- Ordering data online



## LISTS

- Resident/Occupant
- Consumer
- Business
- Specialty
- Response

## MULTISOURCE TECHNOLOGY

- SourcePLUS

## LIST SERVICES

- Custom List Creation
- Enhancement
- Hygiene
- Suppression
- Processing
- Mapping

## Ordering Data Online

### Virtually unlimited access to data and data-related services at your fingertips, on demand

Gain instant access to more than a dozen of the nation's leading direct marketing files along with a variety of complementary tools designed to maximize campaign performance with AccuData's online data delivery platforms.

From ordering online through AccuLeads to integrating data into your existing print-on-demand workflow with Data on Demand, AccuData has a variety of professional-level marketing platforms that make data ordering fast and easy for you and your clients.

#### Ask how we can help with:

- Obtaining AccuLeads access
- Training for your sales and service team
- Integrating data into your existing e-commerce solution or web-to-print workflow
- Creating a stand-alone data portal
- Identifying customers and prospects in real time



## ONLINE DATA TECHNOLOGY

- AccuLeads
- AccuLeads Lite
- Data On Demand
- Real-Time Append API

## Acquisition & Loyalty Email

### Targeted, data-driven email marketing that achieves maximum results

Lead your customers toward increased engagement and conversion with robust email marketing programs designed by AccuData. Available for acquisition and loyalty efforts, our dedicated email marketing and creative team produces high-performing, high-converting email marketing campaigns customized for your client.

From mailboxes to inboxes, AccuData knows how to get your message delivered. We manage all facets of the campaign, ensuring compliance and the application of best practices each step of the way.

#### Ask how we can help with:

- Emailing to current and prospective customers
- Adding email addresses to loyalty databases
- Validating email addresses
- Performing email deployments
- Designing HTML email creative
- Optimizing existing creative assets
- Creating email and multichannel campaign strategies



## EMAIL SERVICES

- Email Acquisition
- Loyalty Email Marketing
- Enhancement
- Validation
- Deployment
- Creative Services
- Campaign Optimization
- Campaign Strategy

## Data Analytics & Insight

Powerful data analytics that provide insight into your clients' best customers and help find prospects that resemble them

Utilize the intelligence within your client's current customer file to elevate their marketing initiatives with AccuData's data analytics and insight suite.

Our analytic services represent a unique blend of technology and marketing insight that have been paired to guide decisions based on facts rather than assumptions. When used to extract vital insights from customer data and apply the findings to a campaign, your client will benefit from an overall increase in response rate and engagement.

### Ask how we can help with:

- Determining who your clients' customers are
- Finding important similarities among customers
- Finding lookalike prospects
- Predicting future behaviors
- Identifying which customers should be marketed to



## DESCRIPTIVE

- Exploratory Data Analysis
- SnapShot Descriptive Profile
- Custom Offline Profiles
- Segmentation

## PREDICTIVE

- Response Models
- Clone Models
- Custom Models

## Custom Database Services

Cost-effective, customizable database marketing technology that provides a 360° view of client campaigns

Enable your clients to obtain a unified view of their customers and prospects with flexible, scalable database services. Designed to manage multichannel data, AccuData's custom databases provide the infrastructure and support to develop, execute, and track direct marketing campaigns.

Databases are built from scratch and are thoroughly customized to meet your client's individual marketing needs, regardless of the amount or complexity of data involved.

### Ask how we can help with:

- Uniting disparate data sources
- Integrating data with other marketing platforms
- Improving data quality with scheduled updates
- Providing your client with desktop access to their data
- Planning and executing multichannel campaigns
- Building custom reports
- Tracking campaign success



## Digital Marketing

Integrated, digital marketing campaigns that connect your clients with their customers and prospects online

Engage consumers and businesses anytime, anywhere with digital tools designed to reach a highly connected audience. AccuData's digital product suite brings a new level of connectivity to multichannel campaigns.

Whether used separately or in conjunction with direct mail, these digital solutions deliver your client's message directly to the devices of their current and prospective customers. They'll receive immediate responses and see participation with detailed tracking reports.

### Ask how we can help with:

- Using postal addresses to display banner ads
- Targeting prospect audiences at work and on the go
- Streaming video messages on the nation's leading services
- Using Facebook and Instagram advertising
- Adding social media handles to your client's database
- Identifying anonymous website visitors
- Retargeting consumers that have showed an interest in your client's website



## DIGITAL SERVICES

- IP Targeting
- Location-Based Targeting
- Native Advertising
- Connected TV Advertising
- Site Retargeting
- Social Media Advertising
- Social Media Appends
- Web Visitor Intel
- Creative Services
- Campaign Management

## How can we help you?

Join the nation's top printers and mail houses for access to a full suite of marketing solutions that complement and enhance your current product portfolio.



# Let's Drive Direct Marketing Success



### Unrivaled Access

Hands down, we offer access to more consumer and business data than anyone.



### Real-World Expertise

AccuData's tenured team offers 30 years of real-world marketing experience.



### End-to-End Digital Campaign Management

From concept to reporting, our team manages multichannel marketing programs for loyalty and acquisition efforts.



### A Data-Savvy Extension of Your Team

Our data-driven methodologies mean that each recommendation we offer and every tactic we implement is informed by data.