

AccuModel SnapShot

Quickly identify lookalike prospects with this real-time, automated customer profiling tool.

Take your marketing to the next level with SnapShot, AccuData's automated service that statistically profiles your best customers. Within minutes, your loyalty customer data is matched against our comprehensive database of U.S. consumers or businesses to create a customized market penetration analysis. The strength of SnapShot lies in the demographic and firmographic overlays that reveal more detailed information about your customers.

Benefits



Access SnapShot 24/7 on AccuLeads.com or allow our data experts to assist.



Get started with as few as 500 customer records - numerous file formats are accepted.



Customize profile reports with your logo, color palette, and contact information.

AccuModel

SNAPSHOT

Three Steps to Intelligent Marketing with SnapShot

Gain critical insight into your customers and target audience in 3 simple steps with SnapShot on AccuLeads.

Step 1: Run Your SnapShot Profile

A file of your best customers is uploaded to AccuLeads.com and using a sophisticated matching protocol, is compared to prospects within your marketing footprint. The result is a detailed profile report that highlights demographic trends considered to be statistically significant between your customer data and the prospective universe.



Consumer demographics include:

- Individual Age
- Child Ages
- Estimated Net Worth
- Gender
- Estimated Income
- Occupation
- Marital Status
- Homeowner
- Investments
- Family Position
- Dwelling Type
- Credit Cards

Business firmographics include:

- Annual Sales Volume
- Credit Grade
- Owner/Renter
- Employee Size
- Woman-owned
- Square Footage
- Location Type
- Public/Private Indicator
- Advertising Expenses
- Years in Business
- SOHO
- 2/4 Digit SIC Code

Step 2: Run Your Count Report

Determine the number of prospects you'd like to target when you run a SnapShot count report. This flexibility allows you to customize market areas while retaining the demographic insight and statistical intelligence of your customer profile. You'll be able to apply additional demographic filters and a detailed count report is provided.

Step 3: Order Your Data

Order prospect data based on a priority order established through our key statistical findings. At the order stage, you can customize your file layout and type. Additional demographic fields can be added for enhanced targeting. Your current customer file is automatically suppressed from the prospect universe to eliminate duplication.

Data Analytics & Insight with AccuData

**Real-World Expertise**

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

**Real-Time Insight**

AccuData offers the only real-time descriptive and predictive analytics tools available in the market today.

**Full Suite of Products & Services**

Leverage our comprehensive suite of targeted data solutions, email and digital marketing offerings, and custom database services to market smart, not hard.

**Your Embedded Data Science Team**

As an extension of your team, we'll uncover hidden insights that will empower you to make the best marketing decisions.