

Key Marketing Advantage Consumer Data

Demographics

DOB /Age data
Income
Presence of children
Home owner / renter
Length of residence
Dwelling type
Political party
Occupation
Education level

Interest/Lifestyle

Over 30 categories

Catalog Buyer

Over 25 categories

Magazine Subscriber

Over 20 categories

Biz Ops / Money Making Opportunity Seekers

Auto/Vehicle Data

Insurance expire date
Make/model/year
Insurance quote seeker
Plan to buy/lease car
Motorcycle
RV / ATV / PWC

Financial Data

Newsletter Subscriber
Type of investment
Credit Seekers
Mortgage Applicant Data
Bankruptcy
Foreclosure
Credit Card Type

Insurance Information/Seekers

Auto
Health
Life
Home

Online Data

Email addresses
ISP / Connectivity
Gambling
Dating service
Gaming
Investing /Trading
Auctions
Music downloads
Travel bookings
Insurance seekers

Ailment Data

Over 800 Ailment & RX Elements
Smokers

Prescriptions

Over 30 RX brands

Donors

Humanitarian
Children's
Cultural
Health
Environmental
Political
Religious

Music Preferences

Pets

Dog
Cat
Breed selections

Travel

Domestic
Foreign
Cruise
Timeshare
Casino
Family Vacation
Frequent Flier
Theme Park
Island Travel
RV
Beach

Self Improvement

Career Advancement
Home Study Courses
Continuing Education Online/Offline

Connectivity

Cell phone provider
TV service provider
ISP
Internet connection type

Sports

Baseball
Basketball
Extreme Sports
Football
Golf
Hockey
NASCAR
Scuba Diving
Snow Skiing/ Boarding
Soccer
Tennis
Water Sports

Key Marketing Advantage Consumer Data

Collectors

Art
Antique Furniture
Books
Christmas
Coins
Miniatures
Dolls
Figurines
Plates
Memorabilia
Stamps

Hobbies

Astrology
History Buff
Crossword Puzzles
Do It Yourself
Computer
Gambling
Home Improvement
Photography
Physical Fitness
Theater
Cigar Smoking
Motorcycle
Wine

Cooking

Baking
Gourmet
Healthy
Cooking Club
Low Fat
Diabetic Diet
Vegetarian

Health

Aerobics
Exercise
Running/ Jogging
Walking
Diet Concern
Yoga/Pilates
Natural/Organic
Natural/Herbal
Lower Cholesterol
Healthy Lifestyle

Crafts

Beading/ Jewelry
Knitting or Needlework
Quilting
Do It Yourself
Scrapbooking
Sewing/ Quilting

Outdoors

Nature
Bird Watching
Bird Feeding
Camp Or Hiking
Golf
Mountain Biking
Biking
Scuba Diving
Walking
Fishing
Hunting
Boating/Sailing

Gardening

Organic
Gardening Club Member
Gardening Mail/catalog
Natural/Organic
Gardening Supplies

Weight Loss

Dieting
Exercise
Weight Loss Member

Extras

Veterans
Warehouse Shopping
Sweepstakes/Lotteries
Entertainment
Music (type)
Gamers
Reading (type)
Wellness/New Age
Sports on TV
Couponing
Movies (type)
Catalog Shopper Direct Mail
Plus Size

Triggers

New Movers
New Homeowners
Pre Movers
Newly Engaged/Married
Divorced
Pre/Postnatal
Young Families
Entering High School/College
Graduating High School/College
Continuing Education or Looking
Retired
Plan to Retire
Just Retired
Starting a Business
New Job
Lost Job/Unemployed
Looking for Job
New Car Purchase/Lease
Looking for Any/All Insurance

ETC.....