



Media Kit

www.exactdata.com



About Exact Data

Since 1999, Exact Data has been a leader in the multi-channel direct marketing industry. Acquired by Data Axle in 2021, Exact Data is the prominent source for both online and offline business and consumer behavioral data, specializing in postal, email, and telephone list solutions.

Additionally, we offer turnkey marketing solutions and services that help our customers acquire more clients. Inquire about our:

Marketing Solutions

- Lists
- Direct Mail
- Email Marketing
- Online Display Ads
- Search Engine Marketing
- Social Media Advertising

Data Services

- Analysis and Profiling
- Enhancement
- Quality
- Processing

*“ Verified data, excellent reps, and customer service. **Definitely recommend** this company for your data needs.”*

– Eileen R, Google Reviews



Marketing Solutions

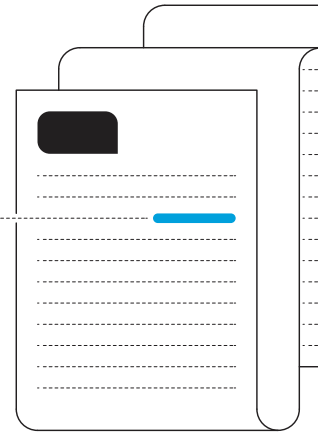
Start connecting with potential customers with help from Exact Data. Combine two or more marketing solutions for a multi-channel campaign that offers a further reach.





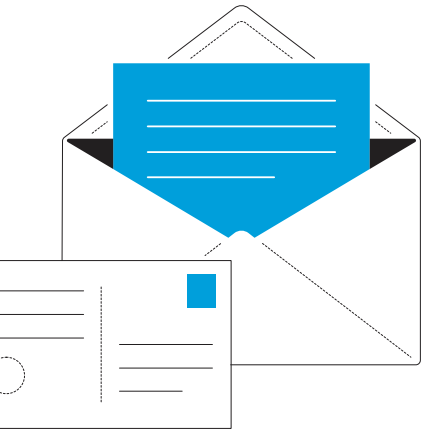
Marketing Lists

Our verified, CAN-SPAM/DNC compliant phone, address, and email lists help businesses find new prospects. Create a targeted list of businesses or consumers and reach customers most likely to buy from you. Save money, increase your deliverability, and boost your response rates.



Direct Mail

From postcards to brochures to letters, our designers can customize a mail piece unique to your business. Advertise everything from a discounted offer to a new location with our high-quality direct mail solutions. Expand brand awareness or find new customers with help from a marketing partner at Exact Data.



Email Marketing

Professional-looking emails that promote your products or services can help you form better connections with your customers. Our in-house creative team can design the perfect email to support your marketing objectives. Need an email list? We offer millions of CAN-SPAM compliant, verified business and consumer email addresses to help you grow your business.

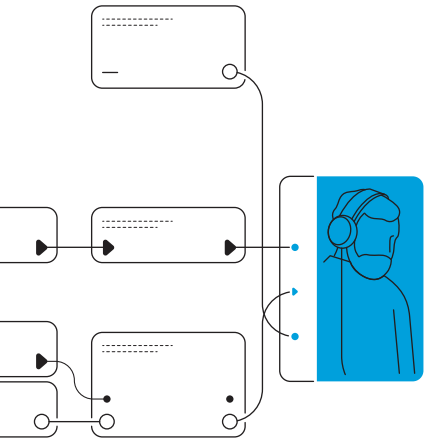
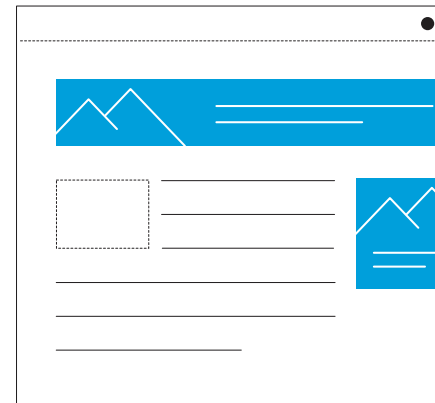




Online Display Ads

Place your brand and message on websites that your potential customers already visit. Advertise new products and services, inspire sales through special offers, and so much more. In addition to helping you create your list of potential prospects, an Exact Data ad expert can also help you:

- Properly time the launch of your campaign
- Track your metrics
- Write copy and create a design for your ad
- Upload to the proper channels
- Deploy and maintain your ad



Search Engine Marketing

Get in front of customers on the first page of their search results when you choose specific keywords that connect your product or service with their search. Our in-house experts can also handle all the details of your SEM efforts, such as:

- Account set-up
- Campaign management
- Customer support
- Detailed reporting
- Simple billing and payment
- Qualified leads

Social Media Advertising

Display your message in front of your target audience on popular social media platforms including Facebook™ and LinkedIn®. Our experts will work with you to build the perfect social media audience and the ideal message to share about your business. They can also help you to design, build, execute, and optimize your social media ad using your preferred message and images, ensuring both ease and effectiveness.





Data Services

Ensure your customer information is up-to-date with the most current and accurate data available. Take advantage of verified, CAN-SPAM/DNC compliant business and consumer data to update or add the missing information to your customer files:

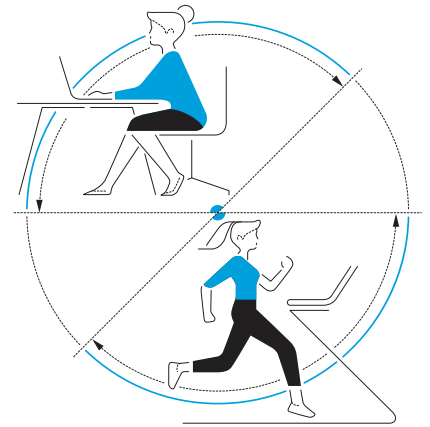
- Email addresses
- Mailing addresses
- Phone numbers
- Geographic information
- Demographics or firmographics
- Industry
- City
- State
- ZIP Code
- Sales volume
- Business expenses
- Credit rating
- Number of employees
- Square footage
- Executive title
- Age
- Gender
- Month of birth
- Estimated income
- Type of dwelling
- Interests/hobbies





Analysis and Profiling

Identify the ideal customer for your business products or services through a collaborative, in-depth customer analysis which will reveal commonalities in your customer demographic or firmographic data, pinpoint customer behavioral information, and help you increase your ROI.



Enhancement

Ensure you have the most up-to-date information you need to reach your customers. Let us take your existing list and scrub it against our records to ensure bad data and old contact information disappears, saving you time and money.

Processing

Your customers are your best assets. Make sure that you have the quality data needed to reach them and market your product or service effectively with solutions like postal processing, data suppression, and merge/purge and de-duplication.

Boost your sales, increase your ROI, and reach your ideal audience with the most accurate and up-to-date data in the industry. Exact Data is here to help you every step of the way.





Our Data Verification Process

Exact Data builds its Business and Consumer databases utilizing hundreds of publicly available sources including:

- Public directories
- New business filings
- Daily utility connections
- Press releases
- Corporate websites
- Annual reports
- User-generated feedback
- Real estate and tax assessments
- Voter registration files
- Utility connections
- Bill processors
- Behavioral data



We also invest millions of dollars every year and dedicate hundreds of full-time researchers to ensure our records are kept up to date. In other words, when you purchase our mailing and email lists, you can expect to get the highest data quality for your sales, marketing, research, and reference needs.



Our Business Lists

Identify the business leads that are looking for products and services that you offer. Whether you're reaching your ideal audience using email and postal addresses or phone numbers, there are thousands of different combinations to customize the perfect business list.



Choose from dozens of selects including:

- Job Title
- Industry
- Annual Sales
- Number of Employees
- Location Type
- Female-owned businesses

Once you've built the right audience, it's simple to export your targeted business list to seamlessly launch a campaign of your own, or partner with our trusted team of data experts to help walk you through the entire process.



Our Consumer Lists

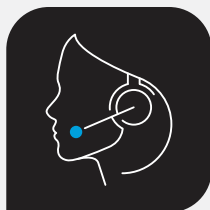
If you're on the search for email addresses, postal addresses, or phone numbers for your B2C marketing campaigns, Exact Data has you covered. Customize the perfect list of prospective customers.



Choose from dozens of selects including:

- Geography
- Interests and hobbies
- Ethnicity
- Gender/Sex
- Income
- Household income

Once you have identified your new targeted consumer list, you can use the information to seamlessly launch a campaign of your own, or partner with our trusted team of data experts to help walk you through the entire process.



We're here for you!

Since 1999, Exact Data has helped its clients acquire and retain their customers, enhance data, and improve the performance of their marketing communications.

Call **877.440.3282** to speak with a marketing representative now.



Exact Data

a data axle company