Consumer data

Real Estate
Tax Deed

US Census

Telephone
White Pages

300M US Consumers

175M US Households

11M Canadian Consumers

Driver's License

Credit Card Transactions

Registrations & Subscriptions

Bankruptcy

Voter Registration

CONTENTS

Consumer demographics
Consumer emails
Executive emails
Occupant data
Occupation data
Public records
Homeowners
New movers

INDIVIDUAL

Details for household members
Unique individual ID
Demographics
- Date of birth
- Head of household indicator
- Marital status
- Spouse indicator
- Ethnicity

HOUSEHOLD

Unique household ID
Location attributes
- Phone numbers
- Income
- Dwelling size
- Location type
Household data
- Presence of adults/ children
- Age of head of household
- Home value
Lifestyle data

NEIGHBORHOOD

Census info
- 700+ statistics
- Age
- Household composition
- Education
- Employment
- Income
- Race/Ethnicity
Socio-Economic Status Indicator
- Income
- Occupation
- Education
Aggregate List Statistics

Consumer marketing data

Exact Data, a Data Axle Company, is 100% committed to making our data the best in the industry.

As an original compiler of both consumer and business information, we have developed a sophisticated data sourcing, compilation, and aggregation process, based on our intimate knowledge of raw sources and decades of experience.

Our goal is to provide the most thorough, comprehensive and accurate data representation for each consumer in the US, delivered by flexible tools that drives process efficiencies and reduces the IT workload.

US consumer database overview

Our compilation and collection process is unlike any other data providers

Rigorous quality control protocols and
sophisticated proprietary software programs

⬇

Compile	Cleanse	Enhance

Hands-on approach and attention to detail that makes our process unique

2,000 information validation checks **+** Input check by our Quality Assurance team

Best-in-class consumer data

29 billion aggregated records

100+ sources each year

Primary

Secondary

Provide records that stand on their own

Used to confirm an existing record or to enhance it with demographic information

Best-in-class consumer data

Standard verification & hygiene procedures

Dual address standardization

NCOALink®

LACSLink®

DPV®

DSF2®
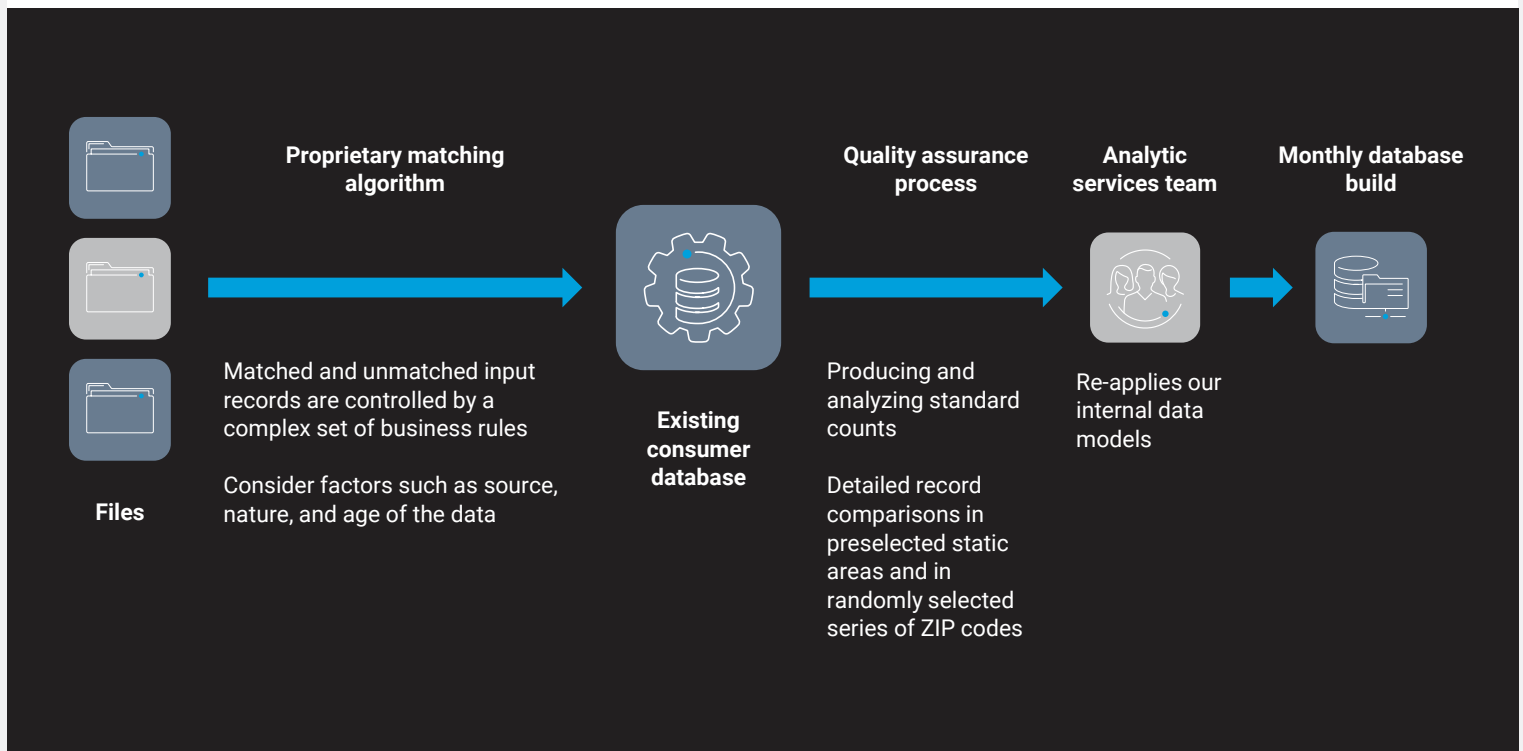
CASS®

Area code / exchange validation

Geo-coding

Do Not Call / Do Not Mail

Other relevant suppression file processing

Duplicate records are identified and removed through a series of proprietary algorithms

All records

Matching

Files

Proprietary matching algorithm

Matched and unmatched input records are controlled by a complex set of business rules

Consider factors such as source, nature, and age of the data

Existing consumer database

Quality assurance process

Producing and analyzing standard counts

Detailed record comparisons in preselected static areas and in randomly selected series of ZIP codes

Analytic services team

Re-applies our internal data models

Monthly database build

Primary sources

The Consumer Database is compiled from the following types of primary sources:

- New utility connections and changes
- Real estate tax assessments and deed transfers
- Voter registration lists (where available for marketing applications)
- Credit card transaction data
- Public records such as bankruptcies, voter registrations, pilot licenses, hunting licenses, and boat registrations
- Telephone white page directories

Secondary sources

Secondary sources add data depth and help confirm an active household status.

- Lists based upon purchases
- Registrations and subscriptions indicating the presence of a child in the household
- Transaction-based lifestyle data and survey information
- Historical drivers license data
- Mail order buyers and responders
- US Census Bureau data
- Our proprietary Aggregate List Statistics (ALS), which are used annually to supplement neighborhood-level demographics

Fresher, more in-depth data improves campaign results

The consumer landscape undergoes constant change as:

- People move
- Sell their homes
- Acquire new homes
- Have babies
- Watch their adult children go off on their own

To ensure a client has the freshest data available, we update our consumer database monthly.

Contact Us

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