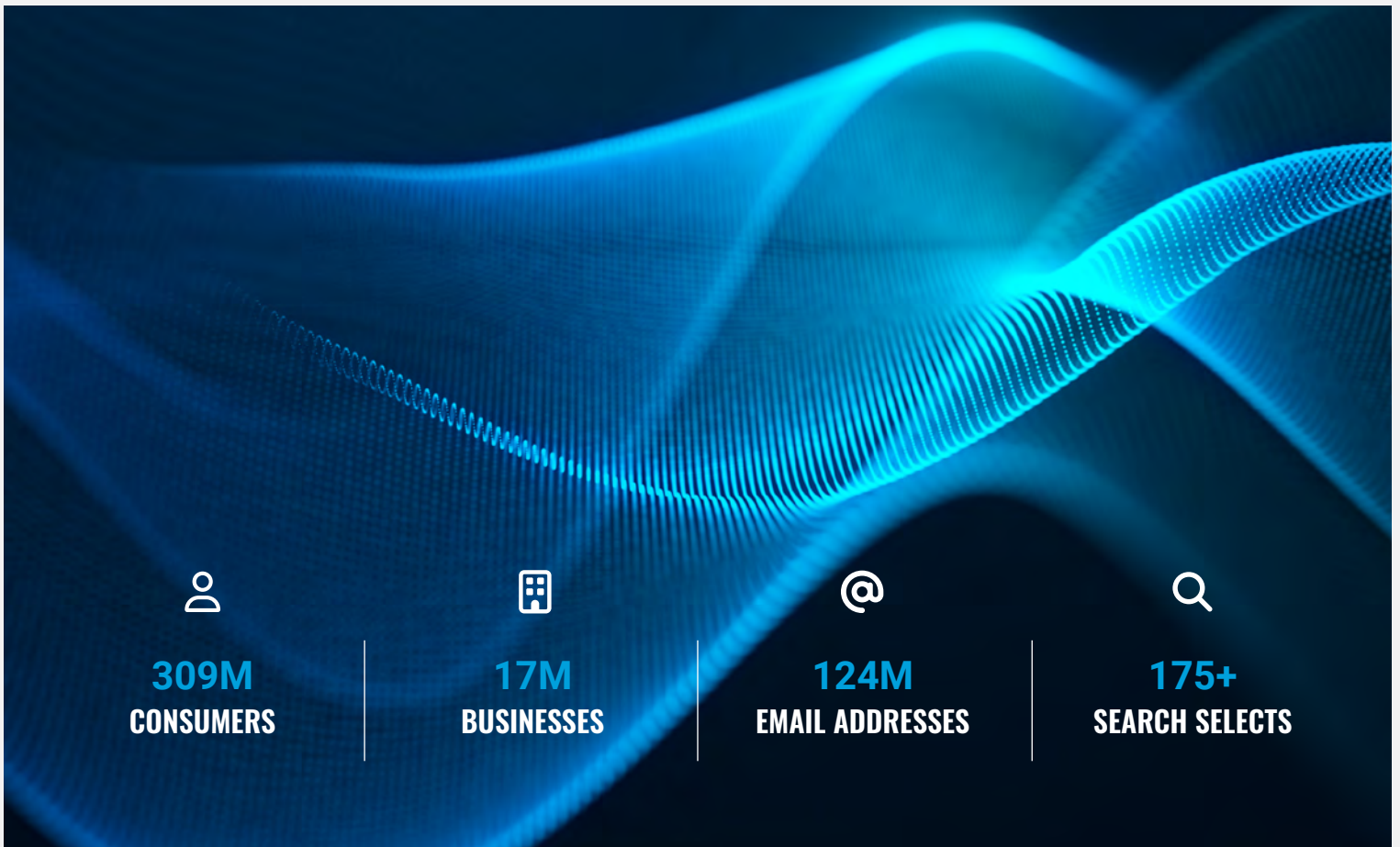




# Discover the Exact Data Difference

Acquire new customers with highly targeted email,  
postal, and phone leads.



## Our History

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 that help our customers acquire more clients through services like direct mail, email marketing, and online advertising.

## Our Process

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

- Public directories
- Corporate websites
- Voter registration files
- New business filings
- Annual reports
- Utility connections
- Daily utility connections
- User-generated feedback
- Bill processors
- Press releases
- Real estate and tax assessments
- 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, we offer 17M business contacts and 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 with our database of 309M contacts. 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.





## Marketing Solutions

Once you have a list of prospects selected from our business or consumer database, connect with them using our turnkey marketing solutions.



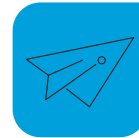
### Marketing Lists

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. 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.



### 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.



### 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.



### Social Media Advertising

Display your message in front of your target audience on popular social media platforms including Facebook™ and LinkedIn®.



## Data Services

Already have a customer list? Let us help you keep it up-to-date so it continues to help you reach your goals and earn more revenue.



### 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.



Call **877.440.3282** or email [info@exactdata.com](mailto:info@exactdata.com) to get started.