

Mailing Lists Demographics

Businesses who send direct mail communications to their customers find this to be a highly effective marketing strategy. Where emails can be deleted immediately or never even looked at, people still head to their mailboxes daily. According to the United States Postal Service, 98 percent of people retrieve their mail daily, and 77 percent of people sort it immediately. This gives companies access to an audience who could potentially seek out their business right away.

With direct mail marketing, there is a high potential Return on Investment because this type of advertising is extremely targeted. Small businesses can market just to the consumers they think will be most likely to purchase from them – rather than mass advertising through television or email campaigns.

Direct mail proves to be a more personal way to reach potential and existing customers, and it encourages businesses to build a relationship with their customers. There is measurable feedback on direct mailing campaigns because businesses can directly count how many responses they see to their advertisements or how many people use their coupons. Or add another channel by directing recipients to an electronic “landing page” to collect responses and offer further details on your organization, products or services.

To make the best use of direct mail marketing, businesses can purchase data append services to update and provide more information to their existing prospect or customer lists. They can also purchase mailing lists relevant to the types of people they are looking to sell to in order to best target prospects in the area.

Whether mailing to targeted individuals or saturation level, direct mail marketing allows recipients to be targeted, attempting to match the demographic profile of the recipients to ones most closely matching that of likely customers. Individually targeted direct mail may be tailored based on previous transactions and data gathered by an organization or business. For example, all male recipients of an offer may receive a personalized package with a man's picture on the cover, while all female recipients receive a picture of a woman.

To the non-professional direct mail may seem wasteful, yet the medium can be one of the most cost-effective marketing tools available. Database targeting combined with effective pricing, creative design and list strategy can reduce waste and maximize profitable results for the mailer.

The following are just some of the lists available based on geographics and demographics. For more information contact your **HOT** rep or email info@hotgraphics.us.

Saturation Lists

Reach all households in a geographic area at lowest postage rates available.

Occupant & OccuName Geography

Description: Database of every known address in the country verified by U.S. Postal Service.

Highlights: Ultra clean database which has a few simplifications and limits the counts in convalescent homes and certain high rises to reduce wasted postage. Can select by CRRT demographics for better targeting.

Included Selects:

- Median CRRT Income
- Median CRRT Age
- Median CRRT Home Value
- % Households in CRRT with Children
- % Households Particular Ethnicities
- % Households Particular Length of Residence

Apartment & Condo Extracts

Description: Database of every known apartment, condo and townhouse address in the country, verified by the U.S. Postal Service.

Highlights: Unlike the regular Occupant database this database contains the name of every complex and the number of units inside. It also classifies if the address is an apartment or a condo/townhouse.

Included Selects:

- Apartment / Condo Indicator
- Demographics When Available

Consumer Mailing Lists

Get higher response rates with targeted mailing lists

Excelsior Consumer Data

Description: Excelsior Consumer Data is the highest quality and most responsive data on the market.

Highlights: Average deliverability between 94% and 97%. Exact age in 1-year increments, based completely on birth records. Income in narrow bands up to \$2.5 million.

Included Selects:

Exact Age	Address Type Indicator
Income	Homeowner/Renter
Gender	Length of Residence
Marital Status	Year Home Built
Presence of Children	Home Value
Age Range of Children	Gender of Children

Excelsior Consumer Plus Data

Description: Excelsior Consumer Plus Data is the same great Excelsior data, with more free selects, outputs on all the data, and a low cost refresh.

Highlights: Includes the normal Excelsior free selects now outputted with the file. Additionally comes with occupation, education and phones where available. Get a refresh and second use on any Platinum Consumer file within 6 months of the original data purchase for just \$10/M more.

Included Selects:

All normal Excelsior free selects
Occupation
Education
Phones where available

Consumer Specialty Lists

Reach more targeted leads with greater precision & selectivity

Description: Search zip codes, carrier routes, cities, counties, states, radius of an address, area code, phone prefix, or mapping

Other Demographics Available: Home equity, value, length of residence, owner type, owner detail, credit card indicators, economic stability, mail order buyer, loan info, DOB, ethnicity, gender, marital status, religion, fireplace, pool, number units, personix, job functions, education and more

Specialty Lists Available:

Real Property Data	Individual Schools
New Borrowers	School Districts
New Homeowners Monthly	Government
New Homeowners Weekly	Hospitals
New Movers Weekly	New Movers Monthly
Nursing & Retirement	Pre-Movers
Business to Institution	Churches

Business Mailing Lists

Sources include national yellow pages, vendors, govt & public records.

Business Basic

Description: D&B Business Data has the largest universe of businesses available with deep contact information and accurate selects. Despite the difficulty of tracking businesses, average, deliverability is 90% (ranges greatly depending on SIC codes and area of the country.)

Highlights: Comprehensive linkage information for selecting parent companies, branch locations, headquarters and more. Strong breadth of contact information.

Selects Available:

- SIC code
- Job Titles
- Franchises
- Years in Business
- Minority Owned
- Sales Volume
- Number Employees
- Number Computers
- Own or Rent
- Square Footage
- Woman Owned

Usage

Lists are available in your choice of one-time use or multi-use for a 12 month period.

New!

Opt-in email lists are now available for some lists. Ask your **HOT** rep for more information.

Business Plus

Description: Same quality D&B Business Data with the addition of free selects.

Included Selects:

- Sales Volume Range
- Employee Size Range
- HQ Indicator
- Years in Business
- Minority Owned

Business Platinum Plus

Description: Same quality D&B Business Data with the addition of free selects, phones, contact information and multi-use.

Highlights: Comes with 100% phones on the file as well as unlimited use for 12 months. Job titles can be selected at no additional cost and contact names are included.

Included Selects:

- Sales Volume Range
- Employee Size Range
- HQ Indicator
- Years in Business
- Minority Owned

