



# Targeted Mailings at Saturation Pricing

Identifying your customer is a key factor in the success of targeted direct mail marketing. Providing basic demographic information is a start; however, a more complete understanding of their profile, such as length of residence, education level and ethnicity can help you achieve a more successful direct mail campaign.

## Demographics Select by Median Age, Income and More:

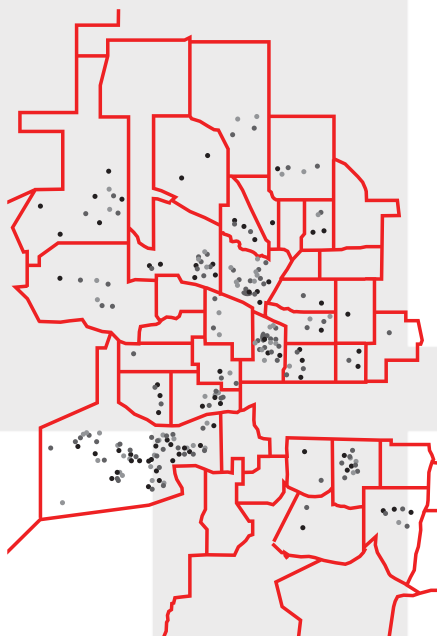
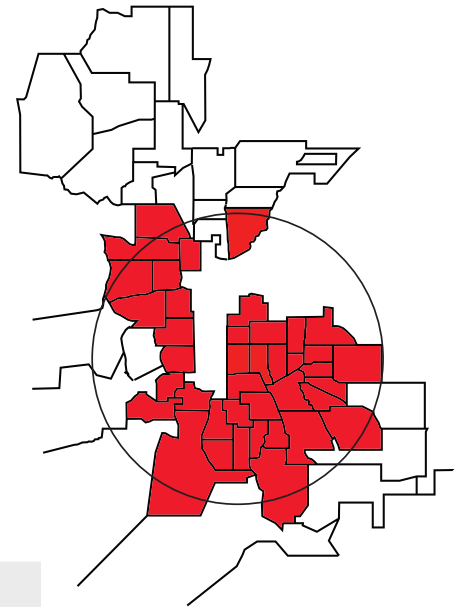
- Families with children
- Age
- Ethnicity
- % Homeowners and home value
- Dwelling type
- Length of residence

National Resident Database (NRD) has over 148 million records. Saturation mailing is sorted in “walk-sequence,” corresponding to how the postal carrier delivers the mail in a specific carrier route. This “walk-sequence,” offers you the maximum postal discounts.

We offer an online mapping program with many features. With the new polygon tool, you can obtain real counts by simply drawing boundaries around your market area. You can even get counts for drive time, routes, radius, specific ZIP Code™ areas, demographic information, and much more.

All of our data can be appended with certain behavior and lifestyle information.

## Saturation Mailings Using Targeted Demographic Info



## Targeted Loyalty Retention Mailing Programs

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