

PURE CONSUMER

Stimulate Your Direct Marketing Files with the Hard-to-Find Data

The demise of Directory Assistance (DA) and White Page contact information has been fueled by the emergence of new phone service providers, alternative landlines and wireless technologies. More frequently, this information is becoming less comprehensive — missing address information and containing outdated information — and increasingly unavailable. Dependence on these data sources alone to fuel marketing campaigns can cause excessive resource and budget wastage.

The Premier Alternative

Now you can confidently launch direct marketing efforts and maintain a stable CRM database using **Pure Consumer** — Amacai solutions from TARGUSinfo. These on-site files offer the most accurate and complete name, address and phone information available and contain over 120 million DPV mail deliverable records ensuring precise results.

Pure Consumer provides you with data that is compiled, verified and enhanced through exclusive partnerships and over 100 sources, including the US Telecommunications Network. These on-site files leverage our exclusive sources and build on national coverage of DA and White Page listings providing you the strongest data foundation not found anywhere else.

As a household-level file, Pure Consumer can associate up to seven household members and phone numbers associated to a single US household record. At least two sources contribute to and help verify each record in the file — providing you with maximum coverage and accuracy.

Data-Fueled Marketing Efforts

TARGUSinfo data is the most trusted in the industry. Our unique files are maintained from over 100 different proprietary sources — unavailable to our competition. Our sources report data up to 10 times daily — arming you with the most current consumer contact information to save you time and money.



Amacai is the premium source for consumer data, providing you with on-site files that boast:

- *The most hard-to-find data*
- *Nationwide coverage*
- *Multi-sourced records*
- *Household, as well as individual records*
- *Deliverability and connectivity*
- *Precise and accurate contact information — guaranteed*

With Pure Consumer files — powered by TARGUSinfo — you can:

Build a solid marketing data foundation — Ensure your sales and marketing efforts are built upon the most trusted data in the industry.

Reach more prospects — Uncover new prospects and increase accuracy on lead generation with hard-to-find data on virtually every household in the US.

Increase ROI — Expect better results with the most complete and accurate data that will fuel your marketing programs.

Lower marketing costs — Avoid non-deliverable mailings with 100% DPV verified, deliverable addresses.

Maintain database quality — Keep your CRM database current with the most accurate name, address and phone information available.

Maintain Currency, Improve Coverage, Maximize Response

The Pure Consumer suite was built with different companies and their various marketing needs in mind. The basic *Pure Consumer* file was created for companies needing data derived from traditional directory listings, verified and enhanced with improved information and deliverable addresses. We went a step further creating *Pure Consumer Pro*, adding coverage to the basic file with contacts that dropped out of DA. Lastly, *Pure Consumer Premium* was introduced bringing the maximum household coverage for direct marketing and base-file compilations with additional data sources to identify and verify nonpublic consumers.

	Application	Benefits	Coverage
Pure Consumer Premium	For data compilers looking for the maximum household coverage	Verified consumer records, traditionally not publically available	Over 65% more households than Pure Consumer with 120 million contacts
Pure Consumer Pro	For companies looking to launch national direct marketing efforts with more comprehensive household coverage	Verified consumer records with phone numbers that may not be in traditional public phone listings	Over 15% more households than Pure Consumer with 88 million contacts
Pure Consumer	For companies looking for a Directory Assistance alternative with enhanced quality	Verified consumer records with enhanced secondary information	Over 40% of listings contain enhanced names or addresses with 75 million contacts

Whether you want to improve your direct marketing efforts for less, effectively maintain your CRM database or add intelligence for a more advanced campaign, Pure Consumer files have the coverage to suit any size campaign. Our unique sources and hard-to-find data guarantee there is no better source for your on-site files.