

Data Dictionary

BUSINESS DATABASE

19,000,000 Nineteen Million Business Records / TEN Million business emails

Information included in all Business records:

Location and contact information

- Company name
- Street address, city, county, MSA, state, zip code, carrier route
- Phone number, fax number
- Email address, Web URL
- Person to contact: first name, last name, title, gender

Business information

- Primary area of business (Standard Industry Classification code)
- Sales volume
- Number of employees
- Floor area
- Credit score
- Number of PCs

CONSUMERS DATABASE(s) (Households)

Opt-In CONSUMER EMAILS WITH CELL PHONE NUMBERS (100 Million)

110 Million Permission based/opt-in emails all include:

Name, address, cell/home phone numbers, email address, URL

Source, IP address & Time & Date Stamp

CONSUMER DATABASE:

113,000,000 One Hundred Thirteen Million Household Records
(2.3 average members per household)

Almost Two Hundred Sixty (259,900,000) Million Unique Consumers

Consumer location and contact information

- Street address, city, county, MSA, state, zip code, carrier route,
- Delivery point bar code
- Phone number
- Email address

Information on each household member

- First and last name
- Gender
- Age
- Household income
- Information about the residence
- Residence type (house or apartment)
- Own or rent?
- Age of residence
- Estimated value
- Mortgage information (age of mortgage, amount, financing type, loan type, loan-to-value ratio)

RESPONDER DATA-Commercial interests

On a per-household, rather than a per-person basis. These people have responded to the various offers listed below.

- Apparel 8,316,047
- Books and Music 10,545,819
- Cars 878,323
- Cats 3,875,41
- Children's Items 4,724,019
- Computers 12,644,994
- Crafts and Sewing 7,633,755
- Do-It-Yourself 4,310,475
- Dogs 5,676,283
- Electronics 9,993,847
- Entertainment/Travel 4,601,668
- Finance/Investment 4,582,814
- Golf 2,802,087
- Gourmet / Food and Wine 2,855,988
- Health and Fitness 8,769,215
- High-Ticket Merchandise 1,509,999
- Housekeeping/Kitchen/Decor 5,917,120
- Internet 34,721,103
- Magazines 4,904,161
- Mortgage Records 84,000,000
- Mail-Order Shopping 28,499,166
- Online Stock Traders 1,400,000
- Outdoor/Gardening 6,360,758
- Outdoor/Recreational 14,080,186
- Pets 7,644,943
- Photography 2,674,925
- Pools 2,301,453
- Sports Cards and Collectibles 3,116,180
- Stamps and Coins 1,128,910
- Stocks or Bonds Traders 2,262,486
- Sweepstakes and Gambling 10,899,149
- Time Share Owners 2,000,000 (160,000 have emails)



Consumer non-profit (DONATION/FUND RAISING) interests
(All on a per-household rather than a per-person basis)

- Environmental 11,299,090
- Health 756,129
- Political 674,136
- Religious 2,605,352

WE can demographically sort and deliver up to Two Hundred (200,000,000) Million emails monthly, including complete audit trail, tracking and reporting.

All of our servers are “White Listed” and all of our data is updated and scrubbed regularly.