

Data Enhancement

The most qualified prospects are very often look-a-likes to your existing customers. This is an industry maxim. Easy to say. But how do you make it happen? What are the best ways to engage your customers so they remain loyal and be encouraged to purchase additional goods and services? How do you reach your customers in the ways they prefer to be contacted? Increasing their level of satisfaction while making them more knowledgeable about your brand benefits everyone.

Using Focus USA's Data Enhancement Services, we can overlay our extensive transaction data, lifestyle preferences, buying habits, demographic information and credit related data to your existing customer records, whether consumer or business contacts. And when you add-on all possible points of contact- email, telephone and postal, you have a proven method of increasing sales, keeping your customers informed, and encouraging them to remain loyal.

Focus USA's in-house database experts will take your current customer file and match it against 200 million individuals covering virtually every household in the U.S. Our extensive coverage ensures the greatest probability of matching your customers to the greatest number of data variables.

YOUR CUSTOMERS + FOCUS DATA VARIABLES

- Life Events
- Buying Categories
- Age
- Marital Status
- Children
- Lifestyle Preferences
- Bankcard Holders
- New Movers
- Income
- "Intend To"
- Shopping Channels
- Ethnicity
- Email
- and so much more



ABOUT FOCUS USA

Focus USA is more than just a direct marketing data list provider. We are a specialized marketing response agency that delivers both online and offline data solutions. We work closely with every client, providing strategic approaches to their marketing data management needs and delivering powerful results that drive sales and fuel success.

Contact your Focus USA Response Strategist for more information on how **Data Enhancement** can work for you.