

Focus USA Masterfile - Postal and Email

214,437,356	TOTAL UNIVERSE / BASE RATE	\$75.00/M
15,189,313	Monthly Hotline	+\$10.00/M
3,882,749	Weekly Hotline	+\$15.00/M
	Emails	+\$20.00/M

LIST TYPE

Consumer



postal

email

SELECTS

Description:

Focus USA is a premium data provider with well over two decades of experience. Our consumer database, Focus USA Masterfile – Postal and Email, consists of 214MM+ individuals and 110MM+ households. The data is 100% multi-sourced and multi-verified. All Focus data is triple verified which allows us to target with knowledge and to guarantee accurate targeting while providing highly responsive data. We are continuously refining, expanding and vetting quality data to provide marketers with an unparalleled breadth and depth of superior consumer information.

Our corporate philosophy is simple...it all starts with quality data. The database is dynamic, constantly changing and growing. We blend over 50 data feeds consisting of mail order buyer information, credit transactional data, life event/trigger data, pre-mover/new mover information, online data, automotive information, intend to/in market, survey data, lifestyle and demographic information, ethnicity, attitudinal, modeled data, public records and census information. Along with our proprietary data blending, we have built numerous optimization models to successfully segment the database into separate stand-alone files (well over 300) to remove all the guesswork and to create unique market segments. Our individuals are multi-sourced by buyer categories, lifestyle interests, donor categories, buying behaviors and patterns, life events, shopping habits and behavior triggers, etc. By leveraging our extensive data intelligence and our 2,000+ data variables, the result is a rich and accurate data source to drive marketing efforts for both online and offline campaigns. We keep our clients ahead of their competitors.

Focus USA offers over 2,000 selections. Please inquire about the availability of selects.

Source:

Direct Response, Mail Order Buyer, Online Surveys & Registrations, Self-Reported, Deed, Point of Sale, Transactional, Online & Mobile, Insurance & Warranty Information, Public Records, Financial Transaction Change of Address, Publication Subscription Change of Address, Private Customer File Change of Address, Auto Dealerships, New Phone & Utility Connects, Census Data

Additional Notes:

Payment: VISA and MasterCard accepted. **Pre-payment:** Required for NEW clients.

Cancellation: Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.



Focus USA

95 North State Route 17, Suite 109
Paramus, NJ 07652
Tel: (201) 489-2525
Fax: (201) 489-4499
E-mail: info@focus-usa.com
Web: www.focus-usa.com

Age	\$6.00/M
Auto Insurance Renewal Date	\$10.00/M
Auto Make/Model/Year	\$5.00/M
Bankcard Holders	\$10.00/M
Catalog Shoppers	\$10.00/M
Credit Activity Hotline	\$15.00/M
CSI (Credit Score Index)	\$15.00/M
Date of Birth	\$10.00/M
Donors by Type	\$7.50/M
Education	\$5.00/M
Ethnicity by Type	\$10.00/M
Frequent Flyers	\$7.50/M
Gender	\$6.00/M
Homeowner/Renter	\$5.00/M
In Market to Purchase a Vehicle	\$20.00/M
Income	\$6.00/M
Investors by Type	\$7.50/M
Length of Residence	\$5.00/M
Magazine Subscribers	\$7.50/M
Marital Status	\$5.00/M
MOB by Category	\$10.00/M
New Movers	\$15.00/M
Pet Owners	\$7.50/M
Pre-Movers	\$15.00/M
Presence of Children	\$5.00/M
Retail Shoppers	\$10.00/M
Single Parents	\$5.00/M
Spendability	\$10.00/M
State, Zip, SCF	\$5.00/M
Travelers	\$7.50/M
Upscale/Premium Cards	\$10.00/M

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

51% Female
49% Male
Median Age: 42
Median Household Income: \$48,000

ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$8.00/M
ZIP+4	\$6.50/M