



Consumer in U.S. with Postal Address

V12 Group's consumer postal database is one of the largest in the direct marketing industry. The database is a hybrid file built from compiled and proprietary data sources and combines over 207 million records that are highly accurate and deliverable. Our current CASS mail ready score is 99.2%.

Description

Our consumer database includes demographics, geographics, lifestyle, interests and behavioral data.

Composition

- Over 260+ selects (specific data fields) that can be used for targeting
- 1,000 census variables (ZIP & CRRT level)
- Selectors include geographic, demographic, lifestyle, interests and behavioral

Quality and Assurance

- The file meets all DMA privacy, security compliances and is fully CAN-SPAM compliant
- Only carry data on those 18 years old (some 17 year olds who turn 18 in current year)
- Entire file goes through NCOA, Deceased Scrub, Address Standardization and CASS
- Technology used to maintain the file is Main frames and PCs with enterprise Server, Microsoft SQL Server and open source MySQL
- SAS-70 security certified