



# CONSUMER DATABASE OVERVIEW

*Our multi-channel consumer file 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 postal, email, phone and mobile data, as well as 260+ selectors to improve targeting. This includes demographic, geographic, lifestyle, interests, and behavioral data. Our current CASS mail ready score is 99.2%.*

## SIZE

- 209 million individuals
- 110 million U.S. households

## CHANNELS

- 75 million records with email address and matching zip code
- 66 million records with email address and matching postal address
- 106 million records with residential phone numbers (pre Do Not Call Scrubbing)

## 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

## SOURCES

- Licensed multiple national compiled databases
- Augmented database with secondary sources for unique data elements
- Acquired significant amounts of proprietary response data
- Established relationships with numerous sources to compile response data including publishers, online and offline retailers, catalogs, destination sites, consumer survey data companies, online communities and trade publications

## DATA VERIFICATION PROCESS

- Look for two source inputs that match for record to be considered
- Then triangulate against another major national file ensure deliverability and to create the Triple Verified record (name and address match)
- We receive monthly hotline updates of 10mm+ records

## QUALITY 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)
- We do not maintain Social Security numbers, Drivers License numbers, Credit Card data or FICO scores on the file to avoid identification theft related issues
- Currently, we update the email file monthly with new records and selects
- Other than email sources, all secondary suppliers update quarterly
- 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

## ONLINE ACCESS TO FREE DATA COUNTS

- Run free data counts at [www.v12groupinc.com](http://www.v12groupinc.com)
- Select a database; email, postal or e-postal
- Run simple and complex queries

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