

Who is most likely to buy from you?



**Target your audience and generate more sales –
if it exists, we can find it.**

Looking for solid returns on your direct mail investment? Our staff specializes in highly targeted direct mail lists, existing list management, list cleaning, and list certification. In fact, we cover all aspects of Direct-to-Consumer and Direct-to-Business marketing, providing list services to organizations of all sizes, from the Fortune 500 to the small entrepreneur. This degree of specialization amounts to increased return on investment for your marketing dollar.

Contact Us Today to have one of our specialists locate the precise information you need to achieve high returns for your marketing dollar. If it exists, we can find it.

- FREE list counts and quotes**
- FAST online data delivery**
- 90% mail delivery guarantee**
- Personalized lists and services**

Our focus is delivering your target market to you!

Consumer Mailing Lists – search by demographic, age, homeowners, children by age, lifestyle interests and behavior selection options and audience propensities.

Business Mailing Lists – search by business type (SIC CODE), employee size, sales volume, executive title and more.

Resident/Occupant Lists – reach “Current Residents” or “Occupants”. Updated monthly via the U.S. Postal Service, and edited through a proprietary system.

New Homeowner Lists – the most up-to-date real property information directly from U.S. County Recorder offices, targeting consumers who have just purchased new homes.

New Mover Lists - the most up-to-date real property information directly from U.S. County Recorder offices, helping you target consumers who have just purchased new homes.

Specialty Lists - Whatever the criteria, targeted mailing lists produce better results. If you want to maximize your ROI from your direct marketing campaign, we offer specialty mailing lists which include ethnic, registered voters, credit scores, ailment and illness sufferers, religious, magazine subscribers, students, ultra affluent and more.

What is the different between Consumer Lists and Resident/Occupant Lists?

With Consumer lists, you may choose specific criteria (i.e. demographics, age, lifestyle interests, etc.) to build your list. These lists are addressed to a specific individual. Resident/Occupant lists are addressed to the "Current Resident" or "Occupant" at an address and the list contains every address within a geographical area. Resident/Occupants lists are used when you want to saturate every household within a geographic area – it also provides lower postage rates.

What is the difference between a single use and multiple use list?

A single use list is a one-time mailing list. A multiple use list allows you to have unlimited use of the list for one year. After the year is over, you can continue to market to people who've responded to our campaign or became a client. After a year's time, the list is no longer considered fresh; in today's economy, there are considerable changes and we recommend purchasing a fresh list for optimum results.

Are your consumer phone numbers scrubbed against the DO NOT CALL list?

Yes, they are scrubbed against the FTC and State Attorney General DO NOT CALL list. Note: These files are updated monthly and consumers may request to be placed on the DO NOT CALL list at a future date.

How accurate are the phone numbers?

If contacts are called within 30 days of the date the order was placed you should have 90% accuracy on Consumer Lists and 85% or better on Business Lists.

How accurate are the addresses for mailings?

If the mail campaign drops within 30 days of the date your order was placed, you should expect the following:
Consumer Mailing Lists 92% or better
Business Mailing Lists 90% or better
Resident/Occupant Lists: 92% or better
Please note that adding "or Current Resident" when addressing your mailing will help improve the delivery rates above. We suggest ordering your list when you are ready to mail to ensure optimum accuracy and the highest deliverability.

After I place my order, when will my list be delivered?

Depending on the type of list you order, it can take 30 minutes to a few hours for a specialty list. Your list representative will let you know the time frame when the order is placed.

What format is the list delivered in?

The list is delivered in a .csv format which imports into any software program that takes a comma-delimited file. We also offer mailing labels for a nominal fee upon request.

What other types of services are offered?

Email Marketing	Sales Leads
List Hygiene	Sales Follow-up
Data Enhancement	Event/Webinar Promotion

Can you clean my in-house lists?

Yes, we offer List Hygiene services such as NCOA and CASS certification. We offer 24 hour, 48 hour and 72 hour turnaround times.



**Reach Virtually Any Business.
We Can Get You There.**

Concept Marketing Group provides more information on more companies, giving you access to the world's largest storehouses of business data. However, this is only the beginning. We also possess our own privately collected line-up of in-house data, information that simply can't be found anywhere else. It doesn't end here, though.

We also have access to a variety of additional sources, hand selected over the years to meet the needs of clientele with unusual requirements. It all adds up to targeted marketing firepower at your fingertips.

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- Accountant/CPA's Lists and Leads
- Ailment/Illness Sufferers Lists and Leads
- Audience Propensities Lists and Leads
- Churches & Religious Lists and Leads
- Credit Scores Lists and Leads
- Ethnic Lists and Leads
- Insurance Agent Lists and Leads
- Investment Advisor Lists and Leads
- Magazine Subscribers Lists and Leads
- Medical Services Lists and Leads
- New Businesses Lists and Leads
- Organizations Lists and Leads
- Student Mail Lists and Leads
- Teachers Mail Lists and Leads
- Ultra Affluent Lists and Leads
- Venture Capital Mailing Lists and Leads
- Veterinarians Lists and Leads

Compiled and updated monthly from numerous sources, you'll receive accurate up-to-date data that will give you optimum results. We offer live counts and ordering with delivery within 30 minutes to 2 hours depending on the type of list.

Selections Include:

SIC Code
Employee Size
Sales Volume
Geographic Area
Contact Title
Type of Business
New Business
Professional Specialty
Franchise and Brand
Headquarters and Branches



**Target Consumers Like Never Before.
Results Delivered.**

Find consumers who actually want to buy from you by tapping into our immense storehouse of information on more than 95% of the consumers in the United States. This remarkable source of data can be searched and sorted in a variety of ways for incredibly precise targeting of the consumers you need to reach. Our direct mail experts can help you refine your search parameters to get you the results you need, free of charge! We are well equipped to help you locate the individuals and families possessing the characteristics which render them more likely to purchase from you. We've been working with consumer lists for decades.

A comprehensive national consumer list providing over 111 million households and more than 200 million individuals. The file is completely rebuilt every two months with interim monthly phone refreshes and suppressions. The end result is the most accurate, comprehensive prospect data available for marketing today.

Demographic Selections Include:

- Lifestyle
- Presence of Children
- Children Ages
- Age, Income, Gender
- Marital Status
- Type of Residence
- Ethnic Households
- Home Market Value
- Mortgage Information
- Networth
- Investors
- Students
- Seniors

Other Options:

- Phone numbers, with a SANS Number
- DNC compliant
- 100% verified address option

Homedata: New Homeowners Data

New homeowners are highly responsive, active purchasers who typically spend more on home goods and services in the first six months than established homeowners will in years. This is the time new homeowners are establishing their buying patterns, looking for retailers, securing professional services, taking on home improvement projects, and outfitting their homes.

Demographic Selections Include:

- New Condo or Single Family Home
- Gender of Buyer
- Purchase Date Range
- Year Built