

Manhattan Mailers Consumer Data will help you:

- Optimize your marketing dollars to identify, capture, retain and grow your customer base
- Transform your existing files into a powerful targeting tool
- Develop brand loyalty and thwart the competition
- Analyze your customer data, uncover lucrative, hidden opportunities, and increase sales volume
- Pinpoint where to increase and where to trim your marketing efforts by defining your ideal customers and your best prospects

The most comprehensive list in America

For direct marketers, success boils down to one simple word: access. You need access to the largest universe of prospects and customers. Access to information that's as complete, wide-reaching and accurate as possible. And, most importantly, access to prospects and customers that deliver results.

We compile our lists from real-time, comprehensive sources, including everything from telephone directories to warranty cards to mortgage data. And we continually update our sources, to ensure that our data—and your access—is ready, anytime you need it.

The benefits of total saturation

Manhattan Mailers presents many different strategies to increase sales while reducing costs. At the foundation of each consumer marketing strategy is the mailer's ability to identify and locate the most profitable customers by selecting areas with the highest concentration of their target audience, while omitting areas that do not meet customer profile criteria. Therefore, the ROI for print advertising increases by reducing wasted distribution and targeting the maximum number of qualified customers in any specific geographical area.

Not just data—the strategies you need

Of course, savvy marketers know that data is just the beginning. Manhattan Mailers consultants can help you put data to work—by finding fresh new prospects and turning the information you already have into a powerful marketing tool. We can help you uncover which market segments are most likely to become valuable customers, whether you choose them by geography, demographics or life events.

With Consumer Data, you get the information you need in a one-stop shop that the competition simply can't hold a candle to. As the leading provider of multi-sourced compiled data and database marketing solutions in the country, we can deliver better consumer lists than the other single-source services combined. Best of all, we give you access to industry-best data without the high cost of buying information from several different sources.

We can help you target consumers at every level, from a broad, nationwide sweep to a specific, detailed search. We've got the tools to help you harness the power of data and increase your bottom line. No one can beat Manhattan Mailers Consumer Data for accuracy, match rates or sheer market penetration.

**Contact us TODAY at 586.786.6100 to learn more about using
Consumer Data to drive customers to your business!**

Manhattan Mailers

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