

THE MOST ACCURATE CONSUMER INFORMATION AVAILABLE

With the explosion of bigger and faster data, vast amounts of consumer data is now available from third party vendors. To acquire the right mix of data, you need a partner who can deliver more than just a stagnant list. V12 ConsumerLink offers clients access to multiple consumer data files, creating the most accurate information resource with the broadest coverage available.

V12 ConsumerLink offers access to multiple consumer data files for highly targeted marketing campaigns. Data is built from hundreds of sources including public records, phone directories, U.S. Census data, consumer surveys, and other proprietary sources.

Data is available on 200 million consumers, most with exact age and estimated income information; 50 million individuals with shopping behavior and lifestyle categories; and 130 million identified mail order buyers and responders. Data elements include Date of Birth, Home Ownership, Occupation, Gender, Donors, Estimated Income, Age, Telephone Number, Ethnicity, Credit Card, Language Spoken, Hobbies, Purchase Behavior, Lifestyle Interests, and many more.

V12 ConsumerLink also provides access to:

ANGLERS

Set of 36 segments covering 195 million individual level records. Using affluence, urbanicity, generation, lifestyle, ethnicity, responsiveness and shopping behavior, an individual is assigned to one distinct segment for easy messaging, engagement and management.

PYCO Personality Data

1,500 pages of complex algorithmic code, 320 discrete data points, and 16 unique personality segments, all based on the Myers-Briggs Personality Type Indicator.

Consumer Package Goods (CPG) Data

Identify consumers with a propensity to purchase a given product 20% more often than the general population. Built from 20+ million consumer consumption data records spanning thousands of products with buyer propensity for over 150 categories.

