



# Demographic Append

## Add Consumer Demographic Information to Your Records in Minutes

To master market segmentation and reach your best customers effectively and efficiently, you need a deeper understanding of who they are, where they live, what they do, and so on. Melissa uses a variety of data sources to enrich your contact records with consumer demographic information, making sales and marketing more productive.

- Define unique attributes of your best customers & identify prospects just like them
- Predict likely future buying behavior to seize upselling & cross-selling opportunities
- Fine-tune your offers & mailings for better lead quality and higher response rates
- Strengthen customer loyalty & retention programs by truly knowing your customer

## Demographic Data Elements Available

Our demographic data file will append the following consumer data elements:

- Date of Birth
- Deceased Information
- Number of Adults in Home
- Presence of Children
- Single/Multifamily Dwelling
- Marital Status
- Resident Type (renter or owner)
- Gender
- Household Income (range)
- Length-of-Residence
- Occupation
- Input Name Age
- Bank Cards Held

*Additional enhancements are available for a la carte ordering.*

**Demographic Information**

Female Profile	Male Profile
Age Range: 25-40	Age Range: 18-25
Gender: Female	Gender: Male
Number of Children: 2-4	Number of Children: 0
Marital Status: Married	Marital Status: Single
Homeowner/Renter: Homeowners	Homeowner/Renter: Renters
Household Income: \$80,000-\$120,000 (range)	Household Income: \$32,000-\$42,000 (range)

## Here's How We Do It

Send us your file and our Service Bureau will add data elements from 300 million U.S. individuals and 120 million households nationwide to your customer records.

## Privacy & Turn-Around Times

With our safe and secure Automated FTP server, your file will process in hours, if not minutes! Plus, we can accommodate any size job from 100K to a billion or more records.

## Get Started Today!

>> Get a FREE quote: [www.melissa.com/data-enrichment/demographics.html](http://www.melissa.com/data-enrichment/demographics.html)

Find us on:     

## About MelissaDirect

MelissaDirect is the one source for all the direct marketing tools you need to improve customer communications and drive response rates. From SaaS and desktop mailing software, to list hygiene services, to targeted mailing lists and sales leads, and email marketing and data append services, MelissaDirect will help you boost sales, increase conversions, and achieve maximum ROI – whatever your budget. **Be direct. Be MelissaDirect.**

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