



## Cloud Developer Tools for List Brokerage & Sales Prospecting

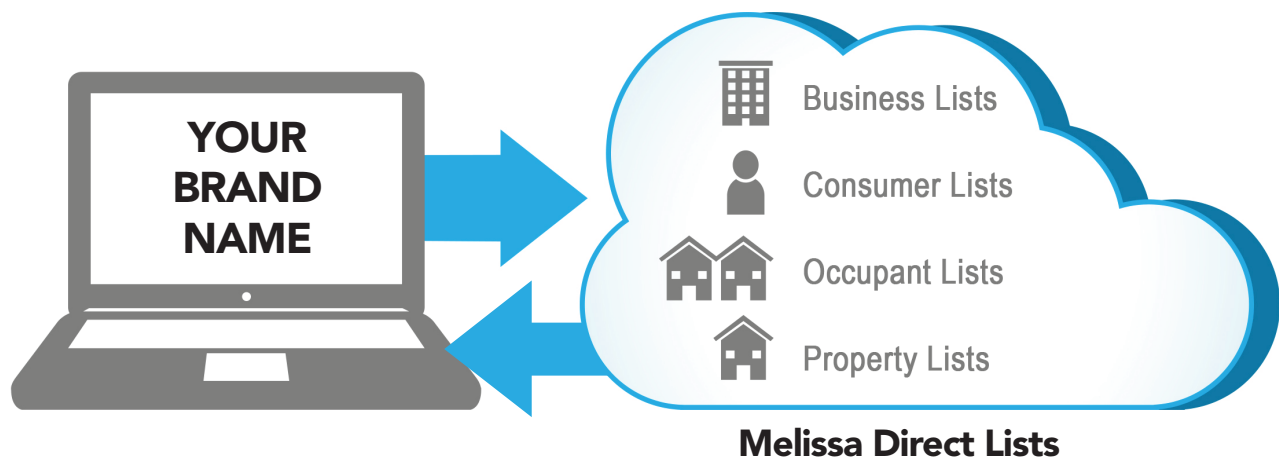
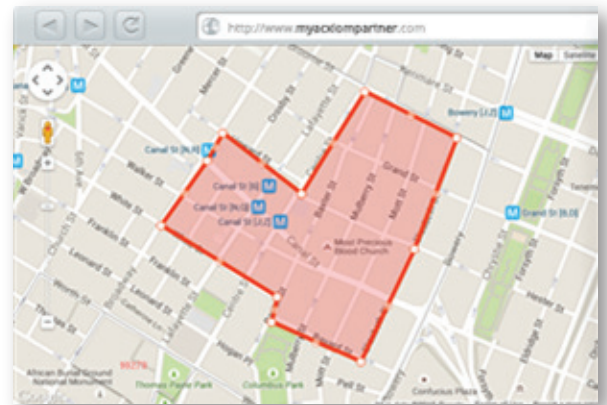
LeadGen is a collection of powerful Cloud APIs that you can use to build, order, and receive Consumer, Business, Occupant, and Property Owner leads in real-time, anytime you want. It offers configurable databases and selection options that allow you to market more effectively and efficiently, save money, and grow ROI.

LeadGen is ideal for high volume mailers to use in-house for greater efficiency in saving and retrieving list counts, or the service can be made available to customers under private label branding to open up a new revenue source.

The service is also popular with insurance companies, marketing service providers, franchises and other businesses with decentralized sales forces – helping extend direct marketing to your entire organization.

### Features and Benefits

- 24/7 access to list counts & ordering
- Save & retrieve list counts
- Free, unlimited technical support
- Draw your own delivery area maps
- Develop your own private label so users see only your brand & logo
- Discover new markets with easy online list search
- Create a new revenue stream by providing mailing list
- Increase response rates and improve RO



## Access a Wide Selection of Marketing Leads, On-Demand 24/7

Our databases contain hundreds of selects to help you target the consumers and businesses you need to grow. Enjoy the convenience of 24/7 access.



### Consumer Lists

Use the Consumer Cloud API to get counts and select consumer mailing lists from nearly 200 million households nationwide. Household, demographic, purchasing, and lifestyle information is available – making it easy for you to target exactly the right audience to increase response rates and sales opportunities, while lowering your cost of acquisition.

**Select Options:** Household Income; Contact Age Group; Children's Age; Homeowner/Renter; Home Value; Contact Income; Marital Status; Length of Residence; Household Age; Number of Persons/Adults/Children in Household; Household Credit Card Info; Mail Responsive Info; Lifestyle Dimension Code; and many more.

**Additional Appends:** Phone Numbers; Birth Date; Family Relationship; and more.



### Occupant Lists

Use the Occupant Cloud API to get counts and pull saturation/occupant data, otherwise known as "Occ/Res", or "Walk Sequence" lists. These lists can be used to saturate one or more carrier routes, ZIP Codes, or addresses in a radius.

**Select Options:** Region; SIC Codes; ZIP Code™; ZIPS in Radius; Area Code; Sales Volume; Contact Name and Title; Company Size.



### Business Lists

LeadGen provides access to a multisourced database of over 14 million businesses, from home-based businesses to key decision makers in Fortune 500 companies.

**Select Options:** Region; SIC Codes; ZIP Code™; ZIPS in Radius; Area Code; Sales Volume; Contact Name and Title; Company Size.

**Additional Appends:** Branch/Headquarters Indicator; FAX Number; Phone Number.



### Property Lists

Download a list of property owners and reach prospects with money to spend. You can select by geography (ZIP Code™, radius, county, etc.), property type, property value, mortgage data/amount, owner type (including absentee owners), and many more; then instantly get your customized list.

**Select Options:** Region; Square Footage; Number of Rooms; Sales Price; Mortgage Amount/Rate; Mortgage Loan Type; Year Built; Property Value; Absentee Homeowner; Corporate Owners Indicator; Multiple Buildings.

## Get Started Today!

>> Get a FREE quote: [www.melissa.com/direct/mailling-lists-and-sales-leads/leadgen-api.html](http://www.melissa.com/direct/mailling-lists-and-sales-leads/leadgen-api.html)

Find us on:



## About Melissa Direct

Melissa Direct 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, Melissa Direct will help you boost sales, increase conversions, and achieve maximum ROI – whatever your budget. [Be direct. Be Melissa Direct.](#)

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