



(800) 557-5487  
MailersHaven.com

# CONSUMER DATA

## INCLUDED SELECTS\*\*

Age	Households w/ Children	Home Value
Income	Age Range of Children	Homeowner / Renter
Gender	Gender of Children	Year Home Built
Marital Status	Address Type Indicator	Length of Residence

Counts in 60 minutes or less! Email  
Counts@MailersHaven.com, or use our online count system.

### \*\* The Excelsior Consumer data comes with:

**Premium Income** – Ranges up to \$2,000,000+

**Premium Age** – Exact age in 1-year increments based on birth records

**Sophisticated Nthing** – Nth by demographic criteria or postage density

## QUALITY RATIOS

Avg. Deliverability ..... **95%**  
 Delivery Guarantee\* ... **94%**  
 9-Digit Zipped ..... **100%**  
 DPV Qualified ..... **100%**  
 Highest DPV Score... **99.7%**  
 Updated..... **Monthly**

\* Excelsior Consumer Data guarantee is 94%. The Acxiom guarantee is 92%.

We carry both the Excelsior Premium Consumer file & the Acxiom Consumer file.

### When to use Excelsior

If you need the highest quality selects and the most deliverable data available on the market, we suggest using the Excelsior Premium Consumer file. The list is cleansed twice as often as its competitors & it has the highest quality selects included with the base record.

### When to use Acxiom

If breadth of targeting options is what's most important to you, we suggest using the Acxiom Consumer file. With over 4,000 data points, ranging from life stages to buying activities and propensities, there's no wider range of targeting choices.

By having access to multiple sources, we'll get you the right data for every situation.

## CASE STUDIES

### Industry

- Humane Society**  
Solicitation For Money
- Hearing Aid Company**  
Informational Event
- Catalog – Home & Garden**  
Free Shipping Offer
- Auto Dealer – Toyota**  
New SUV Promo
- Kid-Themed Restaurant**  
Party Offer
- Financial – Mutual Fund**  
Seminar Invite

### List Selects

- Pet ownership, Recent Charitable Contribution**  
Options: Income, Wealth Percentile
- Exact Excelsior Age, Net Worth**  
Options: Number in Household, Gender
- Mail Order Buyer, Buying Activity – Home & Garden**  
Options: Gender, Income
- Past Toyota Purchasers, Past SUV Purchasers**  
Options: Propensity - In Market for New SUV
- Age, Income, Children's Age & Birth Month**  
Options: Propensity – Dine at a Kids' Restaurant
- Age, Income, Net Worth, IPA**  
Options: Wealth Percentile

## Email Append

Customers are demanding more. With our Email Append option, you can give them a second way to reach their best prospects.

Append it to any file you order with a 25% match rate, or get 100% matches by only ordering direct mail addresses that also have an email address.

Our high quality emails are gathered using CAN-SPAM compliant methods and are purchased for unlimited use. Give it a try today!

## PREMIUM SELECTS

### Individual

Year of Birth  
 Month of Birth  
 Education Level  
 Occupation  
 Number of Children  
 Exact Child Age  
 Investors  
 Ethnicity  
 Ethnic Country  
 Religion  
 Voter Party Preference  
 Veteran

### Household Health

Allergies  
 Cholesterol Conscious  
 Diabetes  
 Disabled  
 Homeopathic Conscious  
 Organic Conscious

### Financial

Credit Card Indicator  
 Credit Card Users  
 New Bank Card Issued  
 Economic Stability Indicator  
 Discretionary Income Index  
 Net Worth  
 Wealth Percentile  
 Investment Types  
 Modeled Credit

### Life Stages

Recently Married  
 Recently Divorced  
 Expectant Parent  
 New Parent  
 Recent College Grad  
 Empty Nester  
 Single Parent  
 Recent Mortgage Borrower  
 Recent Home Buyer  
 and many more...

## PROPENSITIES

Propensities are micro selects that allow you to reach people who previously would have been impossible to target. There are literally thousands of micro selects searchable on our website at [www.MailersHaven.com/Props](http://www.MailersHaven.com/Props). See a sampling below:

### Dining Propensities:

Full Service Restaurant  
 Kids' Restaurant  
 Chicken Restaurant  
 Recreation Restaurant  
 Barbecue Restaurant  
 Quick Service  
 Mexican Restaurant  
 Casual Dining Steak/  
 Rib Restaurant  
 Midscale Seafood Restaurant  
 Midscale Asian Restaurant  
 Fine Dining Restaurant

### Retail

Buys jewelry costing  
 \$2,500 or more  
 Purchases Apparel from Target  
 Shops for Vitamins  
 Purchases Fashion Sunglasses

### Auto In Market Propensities:

Luxury Vehicle  
 European Vehicle  
 Japanese Vehicle  
 Full Size SUV  
 Full Size Pickup  
 and many more...

# OCCUPANT DATA

## INCLUDED SELECTS

Radius by Distance	Dwelling Type	% Household w/ Children
Quantity by Distance	Route Type	
Radius by Drive Time	Median Income	Median Age
Quantity by Drive Time	Median Home Value	% Ethnicity Type

**OCCUNAME DATA:** Same address information and selects as the Occupant List, but includes contact names where available.

*Counts in 60 minutes or less! Email [Counts@MailableHaven.com](mailto:Counts@MailableHaven.com), or use our online count system.*

## QUALITY RATIOS

Avg. Deliverability ..... **97%**  
 Delivery Guarantee ..... **92%**  
 % Simplified Data ..... **<.1%**  
 DPV Qualified ..... **100%**  
 Highest DPV Score.... **100%**  
 Updated..... **Monthly**



## Mapping Technology

Our extensive mapping technology allows you to draw polygon maps, overlap areas, add demographics and when it is done, make a PDF of your handywork. Perfect for setting franchise boundaries, targeting by city blocks, or just impressing your client.

## Response Boosters™

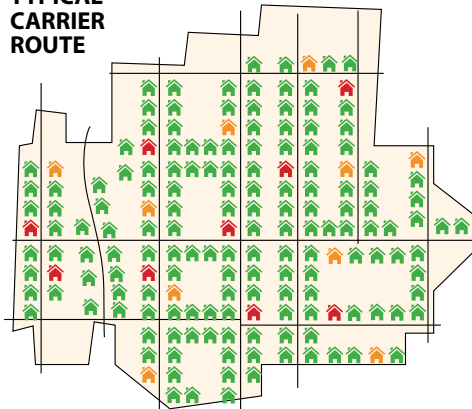
We just improved the results of your next Saturation mailing! No more blindly mailing to every prospect in a carrier route. By simply checking a box in any Occupant job, you can now remove households least likely to respond to your clients' offers (while retaining the best postal rates).



Remove:

- ✓ records where the minimum age in the household is over 80 years old
- ✓ records where the household income is in the bottom 4% of any zipcode

We use premium consumer data to identify these households. The end result is a saturation mailing with better ROI.

**TYPICAL CARRIER ROUTE**



 Households minimum age 80+  
 Households in the lowest 4% of income

## Apartment Extract

If you know the apartment complexes you wish to target, we can find you all the resident addresses inside those specific complexes. Counts available online or through a rep!

## Response Boosters FAQ

### Are Response Booster jobs guaranteed to be 100% in saturation?

In our testing, the vast majority of lists stay 100% in saturation. But it is possible a carrier route is filled with nursing home residents or is in an especially low income neighborhood. We have two ways around this: 1) We show you exactly what % of your Response Booster list will be in saturation before ordering so you can determine if it is worthwhile. 2) You can choose to remove those carrier routes where more than 25% are filled with these worst performing prospects.

### Will Response Boosters reduce my counts?

Typically Response Boosters will reduce your counts between 5% and 10%. But if you are using a radii list, you can click a button to increase the radius by up to 10% (so a 3 mile radius would turn into a 3.3 mile radius in the worst case) and fill in with more records. This way, you are able to keep your counts while removing the worst performing households.

## CASE STUDIES

Industry	Radius Type	Response Booster Removals Min. Age over 80 / Lowest 4% Income	
Gym	Qty by Drive Time	REMOVE	REMOVE
Dental Office	Qty by Drive Time	KEEP	REMOVE
City Ordinance	Radius by Distance	KEEP	KEEP
Auto Dealership	Qty by Drive Time	REMOVE	REMOVE

# BUSINESS DATA

## BASIC BUSINESS INCLUDED SELECTS

Geography SIC

## PLATINUM BUSINESS + INCLUDED SELECTS **Best Value!**

Geography Sales Volume Minority Owned  
 SIC Year Started  
 Employee Size HQ / Branch Indicator

Platinum Business+ also includes Multi-Use, Contacts & Phone Numbers

*Counts in 60 minutes or less! Email Counts@MailersHaven.com, or use our online count system.*

## QUALITY RATIOS

Avg. Deliverability .....90%  
 Delivery Guarantee .....85%  
 9-Digit Zipped ..... 100%  
 DPV Qualified ..... 100%  
 Highest DPV Score.....88%  
 Updated.....Monthly

# PREMIUM SELECTS

## Business Detail

Exact Employee Size  
 Exact Sales Volume  
 Franchise Indicator  
 Cottage Industry  
 Import / Export Indicator  
 Owner's Ethnicity  
 Women Owned Indicator  
 Small Business Indicator  
 Gender of Contact  
 Legal Status  
 Owns / Rents Code  
 Public / Private Indicator  
 Square Footage  
 Subsidiary Indicator

## Specialty

Franchise Name  
 UCC Filing Indicator  
 UCC Filing Date  
 UCC Secured Party  
 Commercial Credit Score  
 Financial Stress Score  
 Non-Profit Indication  
 Veteran Owned

## Phones & Contacts

Phones  
 Fax Numbers  
 Contacts  
 Job Titles

CASE STUDIES

### Industry

#### Security Alarm

Free Online Monitoring

#### Credit Card Processor

Special Interest Rate

#### Commercial Real Estate

Property for Sale in Area

### List Selects

#### SIC, Geo, Sales Volume

Options: Employee Size, Year Started

#### SIC, Cottage Industry

Options: Sales Volume

#### SIC, Geo, Owns / Rents, Sq. Ft.

Options: Subsidiary Indicator, Employee Size

## Business Email Append

Add business emails to a direct mail list purchase with ease.

Receive company emails that are accurate and responsive.

Ask your rep to include emails with your next business list.

# AUTO DATA

## INCLUDED SELECTS

Geography Auto Make Auto Model  
 Auto Year Last Seen Date Individual Age/Gender  
 Income Marital Status Presence of Children

## PREMIUM SELECTS

VIN Phone Motorcycles  
 Email Append Black Book Append Blue Book Append  
 Engine Block Engine Size Engine Cylinders

## QUALITY RATIOS

Avg. Deliverability .....95%  
 Delivery Guarantee .....92%  
 9-Digit Zipped ..... 100%  
 DPV Qualified ..... 100%  
 Highest DPV Score...99.7%  
 Updated.....Monthly

## Vehicle Data Appends

**Email Append** – Receive emails for unlimited use on any auto mailing list.

**Black Book Append** – Send us your data to append or purchase data with Black Book data.

**Blue Book Append** – Send us your data to append or purchase data with Kelley Blue Book data.

# Auto Expiring Leases

**When it comes to expiring leases, Mailers Haven has two options:**

**Verified Lease Expirations** – This is from the credit bureaus and is real information of people finishing their leases. With credit data you cannot get “make/model” info, and your mail piece must pass a verification process.

**Self-Reported Lease Expirations** – Not as accurate of verified lease info, this data has the advantage of being able to be paired with vehicle information, and does not have the same restrictions that Verified Lease Expirations have.

# REAL PROPERTY DATA

## PREMIUM SELECTS

### Individual

Age - Gender  
Marital Status  
Household Income  
Presence & Age of Children

### Loan

Loan to Value Range  
2nd, 3rd Mortgage Indicator  
Loan Date & Loan Amount  
Interest Rate & Lender Type

### Home

Owner Type  
Housing Type  
Home Purchase Date  
Home Purchase Month  
Home Purchase Amount  
Available Home Equity  
Home Market Value  
Delinquent Tax Indicator  
Delinquent Tax Year

### Property Details

Square Footage  
Number of Bedrooms  
Number of Units  
Year Built  
Length of Residence  
Fireplace or Garage  
Pool  
Heating & Cooling System  
...and more!

## QUALITY RATIOS

Avg. Deliverability ..... **95%**  
Delivery Guarantee ..... **92%**  
9-Digit Zipped ..... **100%**  
DPV Qualified ..... **100%**  
Highest DPV Score... **99.7%**  
Updated..... **Monthly**

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CASE STUDIES

### Industry

**Home Remodel**  
Gift Card w/ Estimate

**Mortgage Company**  
Refinance Offer

**Carpet Cleaner**  
25% off Coupon

### List Selects

**Homeowner, Owner Occupied, Year Home Built**  
Optional: Pool Flag

**Available Home Equity, Loan Date**  
Optional: Loan to Value Range, Loan Amount

**Number of Rooms, Household Income**  
Optional: Square Footage

# NEW MOVER/HOMEOWNER DATA

## NEW MOVERS

Monthly New Mover Hotline  
Weekly New Mover Hotline

## NEW BORROWERS

Monthly New Borrower Hotline

## NEW HOMEOWNERS

Monthly New Homeowner Hotline  
Weekly New Homeowner Hotline

## SPECIALTY MOVERS

Pre-Movers  
New Home Constructions

*Counts in 60 minutes or less! Email Counts@MailersHaven.com, or use our online count system.*

CASE STUDIES

### Industry

**Window Installation**  
\$1,000 Off with Minimum Purchase

**Restaurant Mailing**  
Free Appetizer

**Satellite Dish Reseller**  
Multi-Room Special

### List Selects

**New Homeowner Weekly**  
Optional: New Homeowner Monthly

**New Mover Monthly**  
Optional: Moved from out of the area

**Pre-Movers**  
Optional: New Construction File

# SPECIALTY DATA

## Medical – Physical & Mental

Ailment & Illness Sufferers  
AMA Physicians  
Chiropractors  
Dentists  
Doctors  
Health Service Facilities  
Hospital Personnel  
Medical Office Managers  
Nurses  
Optometrists  
Pharmacists  
Physical Therapists  
Podiatrists  
Psychologists  
Radiological Technologists  
Veterinarians

## Professions

Accountants & CPAs  
Home Occupation  
Architectural Firms & Execs  
Business Executives  
Social Workers  
Corporate Meeting Planners  
Financial Analysts  
Insurance Agents  
Investment Advisors  
Judges  
Lawyers  
Occupational Therapists  
Pilots  
Real Estate Brokers  
Venture Capital Execs

## Other

Aircraft & Boat Owners  
Credit Scores  
Pay Advances  
Political Donors  
Tax Liens  
Truck Owners  
And More...

## Organizations & Agencies

Banks & Financial Institutions  
Churches & Religious Orgs  
Clubs & Organizations  
Colleges and Universities  
Fire Departments  
Government Agencies



**Grade "A"  
Fresh Data**

Unlike most of our competitors, our data is hosted with the compiler. This ensures our customers always get the freshest, most updated data available. Fresher data means more accurate data.

# Email MARKETING

## INCLUDED SELECTS

Age	Households w/ Children	Home Value
Income	Age Range of Children	Homeowner / Renter
Gender	Gender of Children	Year Home Built
Marital Status	Address Type Indicator	Length of Residence

*Counts in 60 minutes or less! Email Counts@MailersHaven.com, or use our online count system.*

## Do you want email with that?

Now with any of our direct mail lists, you can easily add an email component. Append emails to a purchased list, or do a match and mail and take advantage of two marketing mediums. It's an easy, low-cost way to increase a customer's ROI and your share of their ad budget.

## 3 Great Ways to do Email

- 1) **Send an email marketing message on its own.**
- 2) **Send an email message matched to a direct mail list.**
- 3) **Append an email to a Consumer or Business mailing list.**

## CAN-SPAM 100% COMPLIANT

We only send out to email addresses that are "opt-in" and we use "white listed" servers, following all CAN-SPAM policies. It's the safest way to send your marketing message by email.



## CASE STUDIES

### Industry

**Restaurant Chain**  
Free Entrée

**Financial Seminar**  
\$100 off

**Local Movie Theater**  
Special pricing on Thursdays

### List Selects

**Geo, Income**  
E-mail Subject Line: <Restaurant Name> complimentary entrée...

**Geo, Wealth Percentile, Age**  
E-mail Subject Line: <City of Seminar > financial secrets seminar...

**Geo, Income, Number in Household**  
E-mail Subject Line: <City & Name of theater> Thursday is movie night!

## QUALITY RATIOS

Avg. Deliverability ..... **85%**  
 Delivery Guarantee\* ... **80%**  
 Avg. Open Rate ..... **10%**  
 9-Digit Zipped ..... **100%**  
 Updated..... **Monthly**

\*We guarantee more than 80% valid emails, or your campaign is free!



## Email FAQ

### Why use email marketing?

Email marketing is showing more than double-digit yearly growth. Expanding into this market allows you to capture a larger part of your customers' ad revenues.

### What are the advantages of integrated marketing?

Using email with direct mail will increase the success of your customer's campaigns, as well as differentiate your firm in the marketplace.

### How do I send out an email message?

We handle the entire email campaign, and can schedule multiple drops dates if necessary.

### Isn't this just SPAM?

Email addresses are accumulated much the same way direct mail addresses are. We do not aggregate emails by the use of phishing or any other non-compliant methods.

### How can I track my email campaign?

We will provide you with reports on your email open rates and click-throughs. We encourage special offers on emails so results can be easily tracked.

### When should I not use email?

A poor use of email is sending out a nationwide blast for a company with no name recognition. Advertising for companies or products that have brand recognition, as well as email campaigns for local companies, events or seminars are better uses of this medium. When deciding on email, think if you would respond to the message.