

What is the Super Consumer Database?

At That List Lady, we specialize in consumer lists. **Our consumer database makes up over 75% of our total list sales.** The strong performance of this database for our customers can be attributed to a number of factors:

Coverage - We use a diverse five database blend that includes licenses to two national consumer compilers, the Nationwide White Page file, the Nationwide Directory Assistance File, and a financial compiler. The combination of these sources is the foundation for our Super Database, giving you **access to over 220 million consumers.**

Comprehensive Records - Beyond the compilation sources, the records are enhanced by multiple secondary sources such as weekly new connects, weekly mortgage and tax deed transactions, lifestyle and interests data, transactional data, and magazine subscribers (to name a few). This means you will have more than **500 selects to choose from** providing you with the ability to target the consumers that fit your marketing model.

Accuracy - We consider accuracy to be the foundation of our success. The information we receive has already been cleaned by each compiler before creating the database. Files are updated monthly with NCOA, zip+4, and delivery point validation. We then flag deceased records, prison records, nursing homes, Do Not Mail and Do Not Call records. This extensive process allows us to guarantee a **minimum 95% deliverability rate!**

Pricing - Due to the fact that our consumer database is our most popular database, the large volume allows us to obtain very competitive licensing agreements and keep our overall price extremely competitive.

Now you can see why we refer to this as the "Super Consumer Database"!

CONTACT US TO LEARN MORE and consider testing us on your next consumer list order to get the Super Database working for you!