



Exact Data

Company Overview & History

www.exactdata.com

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Company Overview

Exact Data helps its clients acquire new customers cost effectively by providing targeted postal, email, phone and social media audiences, and through Data Hygiene and Enrichment. It has the most accurate, complete, and up-to-date consumer and business databases available today for marketing and analytics purposes. Thousands of clients benefit from the company's multi-channel, direct marketing solutions.



History

Year

1999

Company Founded

 Chicago, IL

100+

Number
of Employees

Products:

- Business & Consumer Data
- Postal
- Email
- Phone Lists
- Social Media

Additional Services:

- Email Marketing
- Lead Generation
- Data Appends/Reverse Appends
- Data Hygiene & Enrichment

Our Customers



and more



Full Capabilities

Marketing Lists

- Verified Postal Mailing Lists
- CAN-SPAM compliant Email Marketing Lists
- DNC compliant Phone Lists

Data Enhancements

We evaluate elements from compiled source files and update existing records.

- Demographic Appends
- Data Hygiene Solutions

Data Appends

At Exact Data, we locate missing data and add updated information for contacts within your database. Our data append service allows you to optimize your list to significantly increase your deliverability rate, reactivate past customers, enhance your data, and give you the ability to make contact with new customers.



Business and Consumer
Phone Appends



Social Media Appends



Cell Phone Appends



Reverse Appends: Add names and addresses
to your existing phone numbers

Email Marketing

Email marketing is a powerful tool that makes it possible to build brand awareness, nurture a relationship with your current customers, and grow your email list.

- Business and Consumer Email Appends
- Email Validation
- Email Deployment
- CCPA Compliance Services

Data Licensing

Exact Data is your trusted data licensing partner and will help grow your business, lengthen your customer's lifecycle, and see positive results in your upcoming campaigns.

- Comprehensive demographic, firmographic and geographic selects
- Complete control over the data and how to make it available to your customers
- Access to invaluable insights on businesses across any industry

Our Data Assets

Consumer Data (B2C)

Exact Data's consumer database contains 230 million names, CAN-SPAM compliant email addresses, postal addresses, and telephone numbers.

How We Build and Improve Our Consumer Lists Database

Together with our partners, we have licensed over 2,000 sources including surveys, magazine subscriptions, purchase histories, government records, licensing boards, municipal directories, memberships, attendee registries, website registrations, DBAs, incorporations, and more.

With approximately 300 attributes, we have the data you need. Our range of selects includes, but is not limited to:

- Interest Category
- Homeowner / Renter
- Ethnicity
- Gender / Sex
- Income
- Marital Status
- Age
- Dwelling Type
- Geographic Location
- Pets

All our consumer lists are 100% customizable. Mix and match selects to build the perfect list for your direct marketing campaign.

Our Data Assets

Business Data (B2B)

Exact Data's B2B database of 69 million unique contacts is derived from a multitude of sources including government records, licensing boards, municipal directories, telephone and office machine hookups, internet connections and searches, memberships, attendee registers, website registrations, DBAs, incorporations, and more.

Exact Data's business lists can be filtered from a wide variety of selects including, but are not limited to:

- SIC Code
- Industry
- Number of Employees
- Sales Volume
- Job Title
- Job Function
- Franchise
- Geographic Location

Our Data Assets

Our business and consumer data are verified in three distinct ways, tailored to a specific marketing channel.

- 1** All postal records are CASS and NCOA certified regularly, providing an approximate 95% deliverability rate.
- 2** Email records are deployed by Exact Data daily, which allows us to efficiently verify individual contact records and remove invalid addresses from our file. All email addresses are direct contacts, not generic information or sales addresses (i.e. website@exactdata.com).
- 3** Our telemarketing phone lists will generate more leads and sales opportunities. Connect with top-level business contacts through their home, office, or cell phone numbers.

Data Hygiene & Enrichment

The Value of Regular Data Hygiene

We use data enrichment to refresh an organization's database by adding missing or incomplete data, purging duplicate records and removing outdated information.

Exact Data's email and postal addresses are routinely run through a rigorous data hygiene process to make certain all selects, new movers, new addresses, invalid email addresses and deaths are unerring and up-to-date. Proper data enrichment will expand your reach, increase your deliverability, boost your ROI and save your business money by not wasting valuable resources, allowing you to make better business decisions.



National Change of Address (NCOA)

Every week, the NCOA masterfile list is updated, and sent directly to Exact Data from the USPS.

We make the process simple and straightforward for our customers. We cross-check contacts on your list with addresses of individuals, families, and businesses who have recently filed for a change-of-address with the postal service. We append your data to reflect the new addresses.

Email Change of Address (ECO A)

We help you update your list by:

- Identifying and correcting typos and errors found within your list
- Matching your list against up-to-date email-change databases
- Scrubbing your list and removing outdated contact information

Customer Clean Up

Refresh and optimize your database by updating the contact information you've collected from your customers. A few ways to do this includes modifying, replacing, deleting, or correcting the information when needed.

Out of Business

Identify and remove companies from your database that have gone out of business.

Deceased Screening

Identify and remove deceased contacts from your list.

Permission Based Email Marketing

Our comprehensive database of over 300 million CAN-SPAM compliant consumer email addresses makes Exact Data your trusted source for quality consumer email lists. Our user-friendly platform allows you to target your ideal audience and curate a custom email list within minutes.

Build your consumer email list by utilizing our broad lineup of over 700 demographic and geographic selects, including:

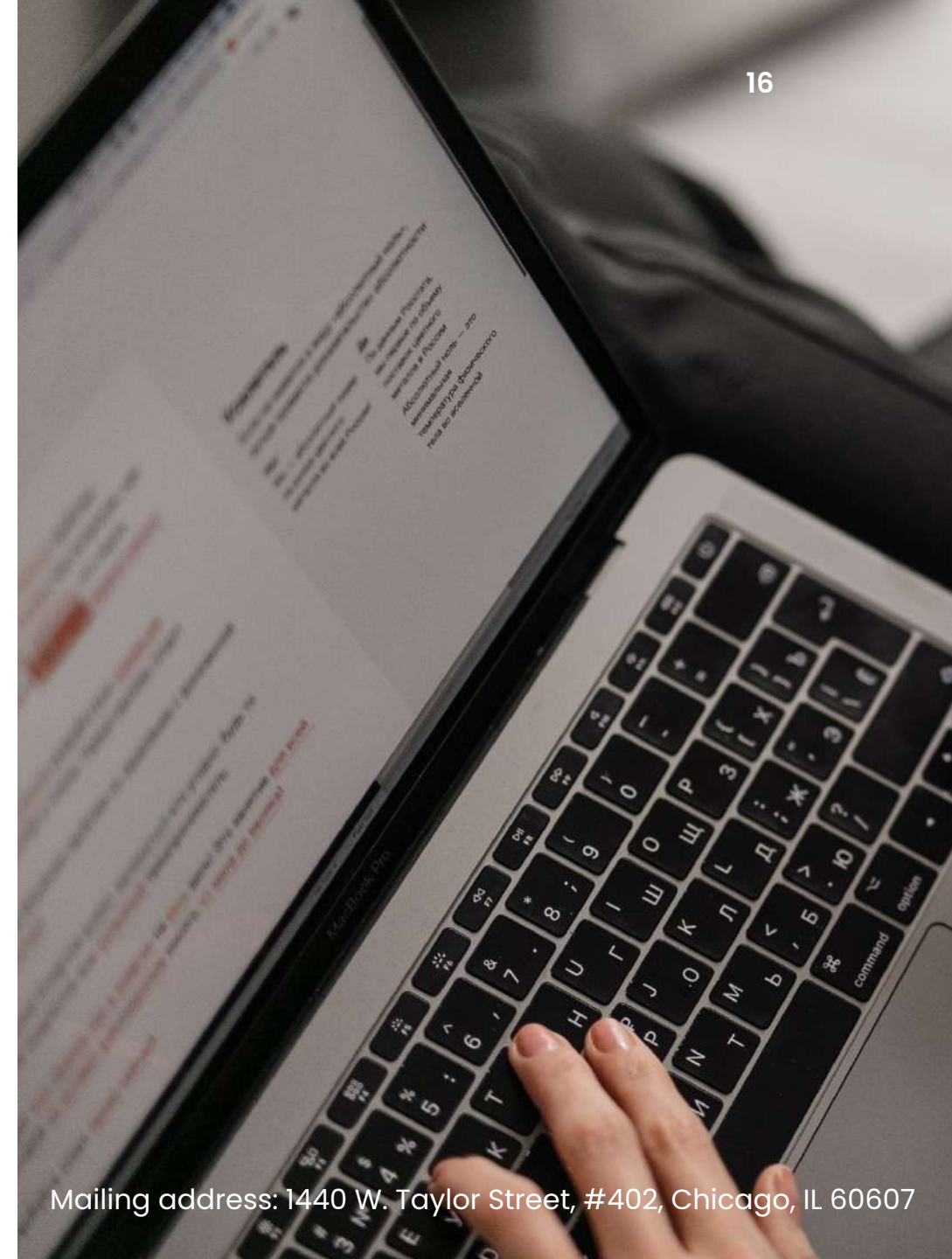
- Homeowner/Renter
- Ethnicity
- Gender/Sex
- Income
- Marital Status
- Age
- Dwelling Type
- Geographic Location
- Hobbies and Interests (i.e., golfing, cooking, running, etc.)
- Number of Children

Exact Data

Once you have identified your new targeted email list, we'll send you all the information you need to seamlessly launch your upcoming campaign using your new list.

Deployment Services

We offer a full-service deployment solution, where we will work side-by-side for the entirety of your campaign, and includes a provided list, design, deployment, and reporting.



Permission Based Mobile Marketing

97% of the U.S. population now own a cellphone and over 85% own a smartphone. Mobile marketing allows you to reach your target audience with an actionable message in record time.

Tap into our extensive permission-based wireless database to gain a competitive edge over comparable contenders.

With over 300 attributes to select from — including age, gender, wireless service provider, income status, marital status and more, plus data purchased or licensed from over 2,000 sources — we have the information you need to build your list.

Combine mobile marketing with other traditional methods of advertising to build brand recognition, increase sales, and promote new products and services directly to your ideal audience.

Mobile Banner Advertising

Take advantage of one of the fastest growing segments of advertising; reach your ideal audience, whether at home or on the go, with mobile banner advertising. Advertise your message on some of the top mobile sites to reach millions of viewers.

Curate your target audience using qualified demographics and firmographics, including:

- Gender
- Income status
- Financials
- Lifestyle
- Ethnicity
- Hobbies