



Consumer Data

► Alesco's
Consumer
Database
includes over
200 million
consumers
at over
135 million
addresses.

- Nationwide Coverage
- Multi-Source Compilation
- Continuous Updates
- USPS Verified
- Web-Based Access
 - Alescoleads.com
 - Storefront
 - Data Pipe

Alesco's Consumer Database is a comprehensive, multi-sourced file which allows you to improve your targeting efficiency, reduce your marketing costs and increase your return on investment.

Depth and Coverage

Our Database includes over 200 million consumers at over 135 million addresses and contain demographic information on almost every household in the nation. Nowhere else will you find more complete and accurate information on U.S. households, individuals by name and age, lifestyle interests, hobbies, purchase behavior and ethnicity along with detailed financial-related data including mortgage, wealth and credit attributes.

Alesco provides hundreds of selection options to help you target your customers more precisely. See page 2 for a comprehensive list of our data elements.

Updating Methodologies

We build the database utilizing hundreds of sources including public records, directories, county recorder and tax assessor files, US Census data, surveys, and purchase transactions. The file is built at both the individual and household levels to provide multiple targeting options. We continuously utilize USPS processing routines to give you the most complete and up-to-date addresses; and our daily, weekly and monthly updates ensure the finest quality of data available.

Web-Based Access

Our Consumer Database is easily accessed via our alescoleads.com web portal, which allows you to run unlimited counts and download orders directly to your desktop. Alescoleads.com is available online 24/7 and offers a full array of database choices including consumer, resident, business and specialty data. Our system allows real time counts and same-day order fulfillment. Most orders are processed in under 15 minutes!

If your access needs are more complex and/or you would benefit from having an integrated solution, Alesco offers customized portal and "pipe" technology to satisfy your needs.

Our Storefront service enables you to offer your clients a web-based count and order entry tool while retaining your customer relationships.

Our Data Pipe technology seamlessly integrates list selection into an existing e-commerce website and allows for the same count and order functionality as our alescoleads system. Perfect for print-on-demand and other on-line fulfillment environments.

Call us at **800-701-6531** to take advantage of the most accurate and complete Consumer Database available today.

Consumer Data Elements

- ▶ Accurate.
- ▶ Complete.
- ▶ Alesco.

Affluent Households	Hobbies	Number Persons in HH
Age/Date of Birth	Home Age	Occupation Codes
Ailments	Home Equity	Online Household
Apparel	Home Value	Categories
Auto Loan Indicator	Homeowners	P\$YCLE codes
Bankruptcy	Income Estimates	Pet Owners
Census Categories	Income Producing Assets	Physical Fitness
Children's age/gender	Insurance Responders	Pre-Movers
Computer Users	Interests	PRIZM codes
Contributors	Investors	Property Type
Corrective Lens Wearers	Length of Residence	Refinance Propensity
Crafts	Lifestyle categories	Model
Credit Card Holder	Loan Indicator	Renters
Categories	LTV Ratio	Self Improvement
Cultural/Arts	Mail Order Buyer	Seniors
Dieting/Weight Loss	Mail Responder	Shopping Behavior
Donors	Marital Status	Categories
Dwelling Age	MicroVision Codes	Special Interests
Dwelling Unit Size	Music	Sports/Recreation
Education	New Credit Card Issues	Student Loan Indicator
Electronics	New Homeowners	Sweepstakes
Ethnicity	New Movers	Telephone Number
Families	New Parents	Travelers
Gender	Net Worth	Weight
Height	Number of Children	Working Mothers