



## EPSILON TARGETING CONSUMER FILE



### The Largest Compiled Consumer Database at the Household Level

Valassis Lists has partnered with Epsilon to offer the Targeting Consumer File online. Epsilon maintains the nation's largest repository of data at a household level.

The Epsilon Targeting Consumer File is the USA's premier compiled consumer database. Developed from over 30 different types of sources, it amasses an array of demographic, lifestyle, and purchase history information.

Public and private sources, supplemented by self-reported behavioral and lifestyle data, comprise the database. Supported with an impressive suite of analytical services, Epsilon will isolate and deliver your best, most qualified customers.

#### Topline National Count

Total Addresses **137,317,692**

### Accuracy is Key

Updating more than 100 million U.S. households every six weeks, Epsilon is direct marketing's most trusted resource for compiled consumer data. From transactional to behavioral characteristics, this comprehensive list offers more than 150 different segment groups to reach virtually every well-defined market audience

### Analytics & Modeling

Epsilon's Analytic Consultants are highly trained professionals committed to unleashing the full power of Data and Analytical solutions on your behalf. Their mission is to mine data and build customer relationships by providing profiling and analytic modeling services that maximize marketing results from this database.

### Available Selections

- > ACE\* (Aggregated Consumer Economics)
- > Adult Age (By Range)
- > Bankruptcy Data
- > Children's Age (By Range)
- > Cluster Systems
- > Credit Cards
- > Current Home Market Value
- > Dwelling Type (SFDU/MFDU)
- > Ethnic Composition
- > Gender
- > Household Composition
- > Household Income Identifier
- > Household Purchase Medium
- > Income Producing Assets™
- > Length of Residence
- > Mail Responder
- > Mail Response Buyer
- > Mail Response Donor
- > Marital Status
- > Net Worth™
- > Number of Adults in Household
- > Number of Children in Household
- > Occupation (Within Household)
- > Owner/Renter
- > Religion
- > Telephone Number



Get Counts and Order Online at [www.valassislists.com](http://www.valassislists.com)

Valassis Lists formerly operated as ADVO Lists.

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