



#1 in Target Market Penetration

Take full advantage of postal discounts and target your best customers with Valassis Demographics. Using census and behavioral data through our partnership with Claritas, a leading marketing information resource company, we apply more than 1,500 demographic and lifestyle data elements to our national database.

Valassis bundles key prospect profiles into well-defined segments of highly-desirable target markets so marketers can easily reach their best customers. The Valassis Demographics List is the perfect way to quickly and cost-effectively saturate predefined target markets.

Valassis Demographic and Lifestyle Markets Available Online

Family

- > Age
- > Income
- > Education Level
- > Presence of Children
- > Seniors

Ethnicity

- > Asian
- > African American
- > Hispanic

Lifestyle

- > Do-It-Yourselfers
- > Health and Fitness
- > Travel

Household

- > Home Value
- > Homeowners
- > Renters
- > Dwelling Type

How Valassis Puts Census Data to Work

More and more companies are studying population patterns and behaviors using census data. The U.S. Census provides an extensive source of demographic data to the public.

Valassis translates census data, in postal geography terms, to the carrier route level. We frequently update this data because carrier routes change and reflect differences in census data.

Valassis Demographics presents an accurate yearly update of census data so users can make better decisions. This data product provides an extensive list of the most commonly used demographic variables across industries.

When you need to maximize response rates and minimize total mailing costs, Valassis Demographics has you covered.

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www.valassislists.com

Valassis Lists formerly operated as ADVO Lists.



Industry: Automobile

Mailer Objective

Drive new business to automobile dealership service department.

Valassis Lists Product

Valassis Demographics

Selection

- > Income
- > Home Value
- > Age
- > Homeowners/Rental

Results

Knowing that owners of automobiles who live in higher income neighborhoods are more likely to use a dealership for service than a service station, these dealerships target high income homeowners in their market areas. Valassis Demographics provides the right targeting needed for this campaign, resulting in a 12% increase in the number of new customers for their service departments in the past year.

Among the new customers, at least 22% became repeat customers using the dealership for routine maintenance. Therefore the campaign is enormously successful as the average lifetime value of a service customer is \$3,500 in terms of maintenance and repair sales. Dealerships also recognize that acquiring these new service customers leads to new car sales over the lifetime of the customer.

Industry: Financial Seminars

Mailer Objective

Generate seminar attendance among new audiences of women.

Valassis Lists Product

Valassis Demographics

Selection

- > Income
- > Homeownership
- > Gender

Results

This prominent financial services company targets high income, female homeowners in their market areas for seminars that educate women about achieving financial success. Valassis Demographics provides accurate targeting and comprehensive coverage of the prospect criteria, resulting in sold out seminars, time after time.

Valassis Lists case studies are provided for informational purposes only and shall not be construed to predict future outcomes of other direct mail campaigns.

Success in Many Industries Including:

> Automotive

> Credit Card

> Financial
Services

> Fundraising

> Insurance

> Publishing

> Religious

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