

Premium Selections

Valassis National Enhanced File



Valassis National Enhanced File Premium Selections include:

Personalization:

- Male: 70 million
- Female: 71 million

Sample Neighborhood Selects

- Median Age
- Median Income
- Median Home Value
- Education Level
- Presence of Children
- Hispanic
- Asian
- African American
- Do-It-Yourself Index
- Health and Fitness Index
- Travel Index
- Energy Use Index
- Number of Vehicles
- Length of Residence
- Inquire for more options

Household Selects

- Dwelling Type
- Homeowners
- Renters
- Gender
- Geo-code
- Census Block & Tract

Telephone Numbers

- Total: 46 million

With over 163 million unique residential and business addresses, the Valassis National Enhanced File (VNEF) address database offers a precise, cleansed and current address database allowing you to achieve total geographic coverage from a single source.

Premium Selections offer marketers additional data variables and targeting elements for VNEF that can improve response, increase the number of consumer touch points and help enhance your brand message.

Personalization with First and Last Name

Most saturation mailings are not personalized. Yet, personalization can increase ROI by 68% and enhance consumer engagement by 74%* [*Source: Direct Marketing News Magazine Feb 2014]. With more than 150 million first and last names on our database, our Premium Names Enhancement equates to personalized coverage for over 80% of household addresses on VNEF, providing the most saturation names coverage available today.

Additionally, name information is available for both the primary and secondary head of household, providing equivalent coverage for both male and female decision makers in the household.

1,500+ Neighborhood Targeted Selection Options

Using census and behavioral data through our partnerships with leading marketing information companies, Valassis applies more than 1,500 demographic and lifestyle data elements to VNEF. A set of standard neighborhood selections are available through our web order portal, and more advanced selections can be provided both online or as separate customized installs. Plus, our comprehensive suite of neighborhood targeted selections score the entire postal carrier route, allowing you to take advantage of saturation postage discounts while still targeting precisely.

Household Selects

While selecting at a household level can increase postage costs, it is important for marketers to reach the audience most likely to respond. Thus, we maintain several household level selections on the VNEF address database. Our home versus apartment selection is available on 100% of our addresses, as is corresponding geo-code and census block information. Plus, subsets of our addresses possess selections for homeowners, renters and gender with additional household select options available for specialized requests.

Telephone Number Selection



Telephone numbers are available on 40% of our personalized records, allowing customers to conduct telemarketing campaigns in their retail trade area.

Supported by a multi-billion dollar intelligent media delivery company, Valassis Lists has spent the last 50+ years perfecting our database. With over 163 million unique residential and business addresses in our Valassis National Enhanced File address database, we were the first national saturation list provider to offer premium selections, demonstrating our commitment to innovation and supplying marketers with the highest quality data enhancements in the industry.

Contact Us for Additional Information:

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Valassis
Lists