

# Data By IMS

# US Consumer Database

## SUMMARY

Data By IMS has the most in-depth consumer database available, with more than 220 million consumers in over 100 million households. Our consumer database is selectable by all popular fields of information. We understand the need for freshness of data, and update our records regularly.

**Sources:**  
credit bureaus, 5,000 telephone directories, deed & tax assessor data, survey responses.

**Updated:**  
Monthly, Quarterly

## ADDITIONAL NOTES

**Minimum Order:**  
5,000 records or \$250, whichever is greater.

**Cancellation Charges:**  
\$50 flat

**Sample Mail Piece and/or Telemarketing Script May be Required.**

## DELIVERY & FORMATS

**Formats:**  
Comma or Tab Delimited  
Fixed - Excel - Custom

**Delivery:**

E-Mail or FTP	\$50.00
CD-Rom or DVD Rom	\$50.00
Diskette	\$50.00
3 x 5 Cards	\$15/m
P/S Labels	\$11/m

## PRICING

<b>Universe</b>	<b>220,000,000</b>
Base Price	\$90/m
With Phones	\$25/m

## SELECTS

Homeowner	\$5/m
Mortgage Amount	\$5/m
Mortgage Date	\$5/m
Home Value	\$5/m
Presence of Children	\$5/m
Interests Selects	\$5/m
Hobbies	\$5/m
Presence of CC	\$5/m
Renter	\$5/m
Age	\$5/m
Gender	\$5/m
Income	\$5/m
Marital Status	\$5/m

## SERVICES

DNC Scrub  
Suppressions – Merge/Purge  
Phone Appends  
Reverse Appends  
CASS Certification

QUOTES ON REQUEST

## CONTACT INFORMATION

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