



## How Do We Gather Data?

**Our data is gathered from many sources, a number of which are very familiar to our customers.** This includes everything from surveys people fill out, to information accumulated from various local, city, county, state, and federal government records. This premium data falls under two main categories, “Response Data” and “Compiled Data”. Both have numerous sources that correspond to each category. It is helpful to note that “Response Data” is collected when people respond to questions, and “Compiled Data” is pulled from public records.

### Response Data

- Transactions
- Registrations
- Publication Subscribers
- Warranty Cards
- Memberships, etc.

### Compiled Data

- Government Records
- Telephone Directories
- Voter Registration
- Corporate Records
- Occupant Data, etc.

**US Data Corporation** then takes all this accumulated data in-house, organizes it, and makes it useful to our clients. Our consumer and business data is rigorously maintained for scope, accuracy, and real-time relevance. We’ve assembled a wide array of databases that allow for very detailed prospect targeting, including:

### Data and Demographics

- **300,143,940** Consumers
- **117,923,801** Households
- **17,239,063** Businesses
- **60,174** Specialty Databases

### Selects and Emails

- **241** Mortgage Selects
- **651** Consumer Selects
- **598** Business Selects
- **270,000,000+** Opt-In Emails

The data access we offer provides a 360° global view for audience consideration that can be utilized to optimize list building and direct marketing campaigns.

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**US Data Corporation** provides unparalleled access to consumer and business data. We help you build prospecting lists that work. Have us manage your multi-channel email and retargeting campaigns as well as choose from a wide array of other products and services.