



# PRODUCTS & SERVICES



## EMAIL MARKETING

Our nSightful Email Marketing product continues to evolve as a very effective B2B or B2C communications channel. We can help you define, maintain and grow your marketing universe with access to hundreds of data points and demographics. Email Marketing is a cost-effective, targeted and personal way to engage both existing customers and prospects with relevant content.

With the help of our in-house email marketing professionals, we can guide you through the process of creating a successful email program that utilizes email industry best practices. We can deploy, track, and provide reporting for your email program. Activity can seamlessly be fed into many CRM solutions as well as Google Analytics. All of our email campaigns are 100% CAN-SPAM compliant and follow all DMA (Direct Marketing Association) Guidelines.



## REAL-TIME LOOK-UP/VERIFICATION

CAS provides you the opportunity to verify and enhance the data you are capturing by unique record via this API service. As we know, consumers are increasingly more aware of what information they provide online and who they provide it to. This service gives you more insight about your audience in real-time so you can tailor your marketing messages with relevant content.

CAS saves the consumer and you time (as well as marketing expenses), by appending demographics based on the name and address or phone number being captured. These valuable data elements provide a broader view into the specific household and/or individual. Our API process will standardize your input address to maximize the verification or appending of demographics. CAS provides you flexibility with our API search at a cost-effective rate so you can focus more effectively on your core business objectives.



## DATA APPEND & HYGIENE

Enhance your customer database with current information that will help you increase the effectiveness and success of your targeted marketing efforts with CAS' Append product. Match your database against ConsumerVision, the nation's largest and most comprehensive consumer database. With over 500 demographics, psychographics, and lifestyle elements available for append, you can better understand the household income, age, occupation, education levels, presence of children, and lifestyle characteristics of your customers.



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## BUSINESS MAILING LISTS

Select from over 14 million records with the best quality in the industry. CAS has plenty of flexibility when it comes to data. CAS' proprietary compilation and verification process ensures that all of our business lists contain the most up to date and accurate information available.

Our TSE Business File provides clients the most reliable and comprehensive marketing information to assist them make intelligent business decisions. Target your message to recipients by choosing from selects such as: employee size, company type, sales volume, and more.



## CONSUMER MAILING LISTS

We have 500+ demographic and lifestyle characteristics available on our consumer file we call ConsumerVision. Available selects include estimated income, home value, estimated age, marital status, special interests, mail order buying characteristics... and many more. Optimize your spend by targeting the type of consumer you want to get your message to.

Our Consumer Mailing Lists are compiled from multiple sources which contain information on nearly 110 million households and 220 million individuals. Whether your marketing campaign is for automobile owners or for a certain type of buying behavior CAS has the data you are looking for.



## LIST PROFILING/PENETRATION ANALYSIS

CAS utilizes our "in-house" national consumer database of over 200 million records, with over 500 demographic and psychographic elements. We'll match to your customer list and provide a penetration analysis of household level demographic elements such as age, income, ethnicity, occupation, marital status and gender in a professionally designed report. You will then be ready to target additional prospects with similar profiles and improve your response rates and ROI!

## OTHER SERVICES

18 & 48 Month NCOALink®  
CASS, LACSLink®, DSF2 / DPV  
Address Element Correction AEC  
Phantom Finder – **Patented process!**  
Modeling Customer Segmentation Analysis  
Deceased Suppression  
List Order Fulfillment  
Telephone/Cell Phone Append & Verification  
Targeted Banner Ads

Demographic Data Append  
Opt-In Email Append  
Address Cable Append  
Do Not Call (DNC)  
FTC Wireless & State Processing  
Privacy Services  
Turbo-Online Mailing Lists  
Turbo-Link Data Pipe  
Specialty B2B & B2C Files