



Data Append

Phones
Name
Addresses
Lifestyle
Self-Reported
Demographic
Psychographic
Summarized Credit

Demographic & Data Append Services

Learn more about your customers by enhancing your customer database with current information that will help you increase the effectiveness and success of your target marketing efforts. Match your database against the nation's largest and most comprehensive consumer database, ConsumerVision. This file consists of 230 million individuals and 150 million households nationwide.

With over 500 demographics, psychographics, and lifestyle elements available for append, you can understand the household income, age, occupation, education levels, presence of children and lifestyle characteristics of your customers. Appending demographics, behavioral and mortgage information gives you the clearest picture of who your customers really are and allows you to market to them the proper way.

Append Percentage - Varies depending on the accuracy of the names on your list. Your record must match our database record exactly, otherwise no match will be given. The average percentage appended is 60 to 70 percent, depending on the variables selected. Running some form of address verification and standardization, such as CASS, NCOALink, DSF, & DPV may improve the append percentage and is recommended before processing your list. Your sales representative will be able to make the best recommendation for your situation.

Phone Append

CAS has been known for years as the leader in Phone Number Appending Services. CAS' distinct capability lies in the fact that we process our records against two of the largest compiled databases in the country, all in one step. No other company can touch the volume and quality of our Phone Append Services. An additional enhancement to our phone appending services is a new matching process that looks at records on an individual level (not household), thus finding 15-20% more matches than by traditional means.

We are also one of the only phone append bureaus that offer you the flexibility of choosing which matches you want back; this is done through our Confidence Level matching. By "tightening up" the matching criteria, you can significantly reduce your Wrong Number/Disconnect rates and/or call your "best" matches first.

Reverse Append

When you supply a customer or prospect list that contains a phone number, we can return the address and occupant name for direct mail purposes.

Demographic Append

Understand household income, age, occupation, education levels, presence of children and lifestyle characteristics of your customers. Appending demographics, behavioral and mortgage information gives you the clearest picture of who your customers really are and allows you to market to them the proper way.

TurboAppend

Upload your customer or prospect file and let the system do the rest. Your file will be matched against the highest quality phone number file on the market, ConsumerVision. Within minutes, new phone numbers will be appended to your file, which can be retrieved from our FTP site. Turbo Append can also be used to append an extensive list of demographic, lifestyle and home mortgage data elements to your file.

Phantom FinderSM

Can assure that your marketing promotion is delivered to the right person the first time using the highest quality aggregated multi-sourced database in the industry, ConsumerVision. Combined with our proprietary negative merge/purge technology (patent pending). Phantom Finder not only confirms the address and phone number at the address, it will also confirm/deny the existence of the residents name at the location.

