



Turbo-Link

Data Pipe direct access to more than 50 Lists from your own front end interface or GUI.

CAS' Turbo-Link, a solution for seamlessly integrating robust, demographically enriched data into your existing user interface. The Turbo-Link Data Pipe allows you to run counts in real time and place orders directly from your current e-commerce or data application.

Turbo-Link was created for the more advanced data user. Rather than the re-branded private label count and order interface of CAS' Turbo-Marketing.net, the users of Turbo-Link are seeking a cost-effective and time sensitive solution to incorporate data into their existing systems. Turbo-Link allows you to do just that, with a minimum of additional programming and no extensive data usage agreements with multiple compilers. With Turbo-Link you have immediate, real time access to data, allowing you to increase productivity, and more importantly, increase profitability.

Who can benefit from Turbo-Link? Virtually any company that requires data to fuel their services: Print-on-demand, on-line direct mailing services, list and data providers, research, and many more.

OVERVIEW

Turbo-Link seamlessly integrates CAS' ConsumerVision and other databases into an existing interface. By sending specific count and order commands, you have real-time access to XML versions of the data. This access allows count and order functionality with all of the necessary components available to provide a successful user-interface.

With Turbo-Link, your users will be able to take advantage of the features that are necessary to successful list production. With Turbo-Link you can:

- Run counts and place orders on any of the lists and demographics available on the Turbo-Link platform
- Suppress prior orders
- Capture a SAN for access to scrubbed/non-scrubbed telephone numbers on the National DNC File
- Capture customer order numbers or PO numbers for easy order tracking
- Suppress Client Master Files

Available Demographic Levels for Turbo-Link

(see next page for Category Levels)

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Available Demographic Levels for Turbo-Link

Category One

Address Type	Household Composition	Median Years in School
Title	Length of Residence	Nielsen County Code
Estimated Age	Latitude	Oldest Age at Address
Estimated Income	Longitude	Percent Black
Estimated Wealth	Marital Status	Percent Hispanic
Gender	Median Home Value	Property Type
Homeowner Type	Median Income	Size of Family Dwelling Unit

Category Two

Exact Age
Occupation
Occupation type
Dwelling Type
Presence of Children
Number of Children

Category Three

Date of Birth	Truck Owner	Membership Club Interests
Month & Year of Birth	Estimated Home Value	Computer Product Interests
Presence of Email Address	Blue Chip Lifestyle	Investor Interests
Country of Origin	Do It Yourself Lifestyle	Debt Consolidation Interests
Language Preference	Technology Lifestyle	Telecommunications Svc Interests
Religion Code	Athletic Lifestyle	College & Higher Education Interests
Premium Ethnic Code	Fitness Lifestyle	Insurance Interests
Combined Vehicle Market Value	Outdoors Lifestyle	Health & Fitness Interests
Motorcycle Owner	Domestic Lifestyle	Survey & Sweepstakes Interests
New Vehicle Purchaser	Good Life Lifestyle	Opportunity Seekers
Number of Cars Registered	Cultural Lifestyle	Automobile Interest
Recreational Vehicle Owner		

Category Four/Price Level Four (4)

Mail Order Responder	Retail Credit Card	Misc. Credit Card
Mail Order Buyer	Bank Credit Card	Standard Specialty Credit Card
Mail Order Donor	Travel Credit Card	Upscale Retail Credit Card
Niches & Super Niches (Lifestyle Clusters)	Gas Credit Card	Upscale Specialty Credit Card
	Finance Company Credit Card	

