

TowerData Database Enhancement

The easy way to gain greater insight in to your customer database.

*TowerData -
Where direct
marketing meets
technology.*

Improve the performance of your marketing efforts by using TowerData to enhance your database. By appending demographics and other key attributes, you'll be able to segment your database into common groups and quickly learn more about whom your customers are and what they're interested in. Database enhancement is an excellent way to identify your best customers, target retention and acquisition efforts more effectively, and increase the number of touch-points available to you.

Apply hundreds of attributes.

Database Enhancement is the process of appending additional information to your customer database. Through surveys, census data, and statistical modeling, we can append demographics, psychographics, buying behavior, lifestyle data, and business information to your file. There are hundreds of variables available including income, family make-up, home value, mail order behavior, donor, religion, age, occupation, SIC code, number of employees, sales volume and much more.

Tap into our deep database.

It's simple. TowerData receives your customer file including first name, last name, company name (if applicable) and address. We then match that to a database of over 120 million households and businesses. When matches are found, the selected variables are appended. We return the enhanced file to you in a matter of days.

Turn to TowerData with confidence.

TowerData is a trusted data solutions provider for companies worldwide. We are experienced service-oriented direct marketing and technology professionals who understand the importance of your data and handle it accordingly.

More Data, More Choices

Consumer:

- Age, Income
- Marital Status
- Presence of Children
- Lifestyle cluster
- Religion
- Home Owner
- Home Value
- Length of residency
- Broadband
- Mail order responsive
- Telephone
- Email address
- Occupation
- and much more

Business:

- Business Contact Name/Title
- Employee Size
- Headquarters/Branch
- Out of Business Coding
- Sales Volume
- SIC Code Primary
- SIC Code Secondary
- SIC Descriptions
- NAICS
- NAIC Descriptions

379 Park Ave South
5th Floor
New York, NY 10016
866-377-3630 Toll Free
646-742-1771 Phone
646-365-3060 Fax
info@towerdata.com
www.towerdata.com