

AccuList USA® Client List

Creating Success Stories

At AccuList USA®, we can help you create your own success story, as we have done for valued clients ranging from small start-ups to multinational corporations who have relied on our expertise and world class service.

Since 1988, we have represented some of the most successful direct marketing companies and non-profit organizations in the world. We helped them acquire thousands of new customers and donors, and we can do the same for you.

AccuList USA Client List (partial listing)

ADVERTISING AGENCIES

1 HEALTH COMMUNICATIONS
ABERT/POINDEXTER
ADWORKS
BREWER DIRECT
BURTON, LIVINGSTONE & KIRK
DKLA ADVERTISING GROUP
FOOTE, CONE & BELDING
FRASER COMMUNICATIONS
IDEA FOREST.COM
OGILVY AND MATHER DIRECT
STRATA-MEDIA, INC.

AUTOMOTIVE

4WD HARDWARE
4 WHEEL PARTS
AUTOMOTIVE INDUSTRIES MAGAZINE
BEVERLY HILLS MERCEDES
CAR FLEET CONTROL, INC.
DESERT EUROPEAN MOTORCARS
OFF-ROAD ADVENTURES
PARADISE CHEVROLET
RUSNAK AUTOMOTIVE GROUP
SERVICE PRO AUTOMOTIVE
SURLUSTER
TOYOTA
TRANSAMERICAN AUTO PARTS

BUSINESS CATALOGS

EMBLEM ENTERPRISES, INC.
JAKEN CO., INC.
KAYLOR'S SCHOOL & OFFICE SUPPLY
PARLAY INTERNATIONAL
PYRAMID MEDIA
SHELVING DIRECT
SPELLBOUND DEVELOPMENT GROUP
UNION PEN AND PENCIL CO.
WINE COUNTRY GIFT BASKETS

BUSINESS PUBLICATIONS

CREATIVE AGE PUBLICATIONS, INC.
EDGEELL COMMUNICATIONS
EVENT PUBLISHING
HIGH TECH TIMES
INDUSTRIAL BULLETIN BOARD
JOSSEY-BASS INC., PUBLISHERS
LOS ANGELES BUSINESS JOURNAL
MARKETING BULLETIN BOARD
PRESENTATIONS MAGAZINE
SAN DIEGO BUSINESS JOURNAL
SAGE PUBLICATIONS, INC.
WORLD COGENERATION MAGAZINE

COLLEGES AND UNIVERSITIES

CHARMINADE COLLEGE PREPARATORY
CITRUS COLLEGE
CYBERTEK COLLEGE
FIELDING GRADUATE INSTITUTE
FLORIDA ATLANTIC UNIVERSITY
LOYOLA MARYMOUNT UNIVERSITY
MT. SAINT MARY'S COLLEGE
SOUTHWEST COLLEGE OF NATUROPATHIC
MEDICINE
STANBRIDGE COLLEGE

CONSUMER CATALOGS

AMERICAN PIE
CARROLL & CO.
ENTERTAINMENT EARTH
ESSENCE BY MAIL
FREDERICK'S OF HOLLYWOOD
HAWAIIAN HOST, INC.
HERBAL GROUHS INC.
HARBOR FREIGHT TOOLS
MAGELLAN'S
PABO USA
PRO HEALTH, INC.
THE COFFEE BEAN AND TEA LEAF
VINTAGE DIRECTIONS (AMBROSIA WINES)
VOLLEYBALL PLUS! INC.
WINE COUNTRY GIFT BASKETS
ZONES INC.

CONSUMER PUBLICATIONS

AFFINITY GROUP INC.
AMOS HOBBY PUBLISHING, INC.
DUNCAN MCINTOSH COMPANY, INC.
EASYRIDERS, INC.
FANTAGRAPHS BOOKS
LA OPINION
MILLER PUBLISHING COMPANY
NUTS AND VOLTS
OFF-ROAD ADVENTURES
SCHOLASTIC INC.
SERVO
SCRIPPS HOWARD (VENTURA
COUNTY STAR)
WESTERN OUTDOORS

E-COMMERCE

BESTFREIGHTRATE.COM
COUPONMAKER.COM
ELOAN.COM
EMTORIS.COM
ENTERTAINMENTEARTH.COM
EROGO.COM
EXPERT CITY (GOTOMYPC.COM)
HERBALO.COM
LIFEINSURANCETODAY.COM
MARKETINGBID.COM
SUNCHLORELLAUSA.COM
SURVEY.COM
TECHEMPOWER.COM

ELECTRONICS

CIRCUIT SPECIALISTS, INC.
MONDO-TRONICS, INC.
RAMSEY ELECTRONICS, INC.
ELECTRONIC EXPEDITORS INC.
JAMECO ELECTRONICS
NUTS AND VOLTS
SERVO

FINANCIAL SERVICES

ADVANTA BANK CORP.
BANK OF AMERICA
BANKERS CAPITAL GROUP
CITIBANK
COAST HILLS FEDERAL CREDIT UNION
E-LOAN, INC.
HD VEST
MERRILL LYNCH
REDLANDS CENTENNIAL BANK
WASSERSTEIN PERELLA
WESTLAKE FINANCIAL GROUP, INC.

FUNDRAISING

ACTORS AND OTHERS FOR ANIMALS
FOOD BANK COALITION OF S.L.O. CO.
FREEMAN HOSPITALS FOUNDATION
JEWISH HOME FOR THE AGING
JOHN TRACY CLINIC
LA GAY AND LESBIAN CENTER
LA JOLLA YMCA
PLANNED PARENTHOOD
RUBICON THEATRE COMPANY
S.B. MUSEUM OF NATURAL HISTORY
THE ALS ASSOCIATION
THE J. PAUL GETTY TRUST COMM. DEPT.
TOWNHALL LA
UNION RESCUE MISSION
UNITED FARM WORKERS

HUMAN RESOURCES

ABBOTT, LANGER & ASSOCIATES
BEHAVIORAL SCIENCE TECHNOLOGY
BENEFIT SOFTWARE INC.
COLLEGE OF EXECUTIVE COACHING
CRISP PUBLICATIONS, INC.
EXECUTIVE 2000
INTERNATIONAL ASSOCIATION FOR HUMAN
RESOURCE MANAGEMENT
NATIONAL VALUES CENTER CONSULTING
PARLAY INTERNATIONAL
SANDLER SALES INSTITUTE
THE TRAINING CLINIC

INSURANCE

AGIA
BANKERS LIFE AND CASUALTY
BLUE CROSS OF CALIFORNIA
CENTURY NATIONAL INSURANCE CO.
FARMERS INSURANCE
MERCURY INSURANCE GROUP
UHP HEALTHCARE
YALE INSURANCE SERVICE

LETTERSHPs AND FULFILLMENT COMPANIES

AMS RESPONSE
DIVERSIFIED DIRECT
MAIL MANAGER INC.
MERCURY MAILING SYSTEMS, INC.
MINI-MAILERS, INC.
MOULTON LOGISTICS MANAGEMENT
P3 CORPORATION
PENN LITHO & FULFILLMENT
SERVICE MAILERS
SPECIALIZED MARKETING SERVICES, INC.
WEBTREND

SOFTWARE

ALLIANCE MANUFACTURING SOFTWARE
BENEFIT SOFTWARE, INC.
EPICOR
EXECUTIVE SOFTWARE
EXPERIENCE IN SOFTWARE
EXPERT CITY (GOTOMYPC.COM)
GLOVIA INTERNATIONAL
INTERACTIVE SOFTWARE ENGINEERING, INC.
MUSITEK
OBJECT SPACE, INC.
QAD

TELEMARKETING SERVICES

BOMARC CONSULTING GROUP
CALIFORNIA MARKETING
CALL SOURCE
CENCO MAGAZINE SERVICE
INTERCALLNET
MARKET SHARE
PRECISE MARKETING
TECOM MARKETING GROUP
TELESERVICES DIRECT
GREENWOOD AND HALL

TRADE SHOWS

ASSOCIATION FOR FACILITIES ENGINEERING
ASSOCIATION OF WOODWORKING &
FURNISHINGS SUPPLIERS
BUILDING INDUSTRY ASSOCIATION
COMIC-CON
CYGNUS BUSINESS MEDIA
GRAPHIC ARTS SHOW COMPANY, INC.
IDG WORLD EXPO MARKETING SERVICES
GROUP
NATIONAL EXPOSITIONS, INC.
NATIONAL ORNAMENTAL & MISC. METALS
ASSOC
NETUCON CONFERENCE MANAGEMENT
PAINT AND DECORATING RETAILERS
ASSOCIATION
PENNSYLVANIA RESTAURANT ASSOCIATION
PROSHOWS.COM
REED EXHIBITIONS
WESTECH

TRAVEL

AMERICAN WHITWATER EXPEDITIONS
CHANNEL ISLANDS ADVENTURES
CRUISE DESIGNERS
INTERNATIONAL GOLF SAFARIS
MAGELLAN'S
MCG MARKETING
THE TRAVEL COMPANY
TIMESHARE ADVENTURES
TOURING & TASTING
VACATION PROPERTY SERVICES

Making a Difference

“For over 10 years, David Kanter and AccuList have delivered prescreened lists that have consistently generated above average response rates. Their list brokerage and predictive modeling expertise has helped us to mail profitably to acquire new customers for our gourmet food and wine catalogs.”

*John K. O'Brien
Vice President, Wine Country Gift Baskets*

Domestic and International List Brokerage

Making Information Work Harder

Domestic and International List Brokerage

AccuList USA can help you acquire the most complete and up-to-date lists. We invite you to put our expertise to work on your next project. We use proven scientific methods to separate the best lists from others that are likely to fail. Our knowledge of which lists consistently work best for specific offers combined with how to time your mailings are some of the key factors that set us apart. We even track the mailing patterns of leading competitors in selected markets. It's that edge that makes information from AccuList USA work even harder for you.

Our experienced list professionals will help you locate, evaluate, compare, and order thousands of proven domestic and international direct mail, e-mail, telemarketing, and fax lists. Satisfying your long term multi-channel list needs is the foundation of our business.

Why spend your precious time surfing the web or calling around town when a single call does it all?

Before we get started, we ask lot of questions. We make it a priority to get to know you and your company, along with its products and objectives, before making recommendations. Then we give you a choice. You can select multiple lists from diverse sources or one of our high quality compiled lists. If your list broker is just an order-taker, it's time for a change.

Our staff will not make any list recommendations unless we are absolutely convinced that you will achieve measurable positive results.

When you come to AccuList USA with your list needs, we will do whatever it takes to get you the right list when you want it, how you want it, and at the lowest possible cost.

Insert Media Placement

We can place your offer in package inserts, "blow-in" programs, postcard decks, statement stuffers, and other cooperative mailing programs. This will afford you multiple opportunities to reach new customers through the mail without having to incur any postage cost.

Insuring the Right Choices

"Over the past seven years, Mercury Insurance has relied on David Kanter and AccuList for its direct mail lists. One of the most impressive aspects of this relationship has been the thoroughness of the staff combined with their vast knowledge of lists, credit screening, and predictive modeling. They have been a vital part of our successful advertising efforts."

Ted Huntington

Assistant Vice President of Marketing, Mercury Insurance Group

List and Insert Management Services

Exceeding Expectations

List Management

Our most successful clients have discovered that it is highly beneficial to offer their customer and prospect names for rent or exchange to selected partners.

AccuList USA can show you how to expose your names to the right people and generate cash or equivalent names in return. But that's not all. When you appoint us as your exclusive list manager, we'll handle all of the negotiations with list owners or their agents, and help you to acquire new customers on highly preferential terms.

Be sure to ask for a copy of our FREE software that will allow you to forecast list rental income annually or by quarter.

Insert Media Management

If you are willing to allow selected partners to piggy back on your mailings, AccuList USA can help you find participants for your insert programs. As industry recognized insert media managers and brokers, we have relationships with thousands of companies who actively participate in insert media programs. All you have to do is place their advertising in your shipments or let them ride along in your mailings. It's that simple.

Each party benefits from the "co-branding." They save on postage and printing. You get to cash their checks. We'll take care of the accounting for both parties. This is a unique opportunity for you to generate extra income every time you ship or mail.

List Maintenance and Compilation

If you need a secure place to house your names, assistance with fulfilling list orders, or help building and maintaining a private relational or marketing database, look no further than AccuList USA. We can offer your company a unique "off-site" desktop solution that will allow you total access to your names "24/7."

AccuList USA can also help you compile your own list from source documents, outside databases, and the web.

List Enhancement

AccuList USA can enhance your house file with hundreds of variables from outside lists. Let's face it, if you know more information about your customers, you can offer them additional products or services.

Generating More List Revenue

"Event Solutions couldn't be happier with the performance of AccuList USA. We used to handle our list rentals in-house. AccuList has tripled our list rental revenue and I prefer to call them a list partner than a list management company because of the level of customer service we get."

*John Baragona
Publisher, Event Solutions*

Merge-Purge and List Hygiene

Delivering A Competitive Edge

Merge-Purge

When you ask us to coordinate your merge-purge, we do a lot more than combine diverse lists into a single merged and deduped mail file. AccuList USA begins the process by dissecting each and every record before we standardize the addresses. It's that added step that enables us to consistently find more hidden duplicate names. From there, we verify that each and every address matches up with the right zip code.

Once all of our initial data processing and quality control checks are completed, we can then help you to eliminate more costly duplicate names, avoid offending customers, minimize the risk of alienating others who do not want unsolicited mail, save money on excess postage, and scientifically track the results of your campaigns.

But that's not all, an important "by-product" of the merge-purge is the "multi-buyers." You can mail them a second time, absolutely FREE, subject to list owner approval of your mail date and creative.

Credit Screening

We can help you reach creditworthy individuals at the household or neighborhood (area) level. Since area level data is not subject to the same domestic

regulations as household data, you can target certain groups of households and individuals with a broader array of offers. Businesses can be profiled at either their physical location or corporate headquarters.

List Hygiene

Did you know that over 20% of Americans move annually?

AccuList USA can help you find and correct old addresses, get rid of the deadwood, and avoid contacting individuals who simply wish to be left alone, or those who should not be contacted in the first place. For example, we can match your names against the Direct Marketing Association's Do Not Mail or Do Not Call files, Government Do Not Call lists, the National Change of Address (NCOA) registry from the U.S. Postal Service, and other related databases. We can even help you identify recent e-mail address changes.

We can also provide you with information on Recent Movers, Deceased Individuals, Prisons, and those who have recently filed for Bankruptcy or have Tax Liens, so you can improve the accuracy of your lists, avoid contacting the wrong people, reduce your mailing costs, and increase your response rates.

Proven Expertise

"With AccuList USA, I found experience and solid strategic support. Their dedication and attention to detail made the program come off without a hitch. In addition to recommending and renting nearly 75 different nationwide lists, they did all the list hygiene and then completed a sizable and complex merge/purge while meeting every deadline and staying on budget."

Randy W. Brewer, President & CEO, Brewer Direct Inc.

Demographic and Targeting Services

Seeking Every Advantage

Mapping

At AccuList USA, our experienced “roof-top” and “area level” mapping professionals can help you precisely target your neighborhood mailings by radius in miles or feet, next door, down the street, or a specific set of street coordinates. We can even apply geo-demographic variables to help you further refine your campaigns. Don’t limit your mailings to bulky zip codes, obsolete census data, or carrier routes. AccuList USA can deliver a superior “one-to-one marketing” solution that will lift response rates, save money on postage, and provide you with a competitive edge.

Predictive Modeling

We can also help you scientifically pre-screen names on outside lists to select those most likely to respond to your customer acquisition offers. In addition, our Ph.D. statistician will assist you in developing highly customized models for acquisition of new customers, reactivation of former customers, retention, risk management, cross-sell, and up-sell.

Road Map to Success

“When I brought a list and mapping project for Toyota to AccuList, I was a bit skeptical but they have proven to me they really know their business. More importantly, the response exceeded everyone’s expectations.”

Larry Poindexter

President, Abert/Poindexter Marketing Consultants

E-Mail & Telephone Number Appending

AccuList USA can append opt-in e-mail addresses to either direct mail or telemarketing lists. We can also append telephone numbers to direct mail, fax, and opt-in e-mail lists. When you target your customers through multiple channels, you can increase your response rates.

National Survey Participation

If you are having difficulty acquiring names elsewhere, look no further than AccuList USA. We maintain relationships with several of the nation’s foremost consumer survey companies. They will allow you to “sponsor” questions in their monthly surveys that go out to millions of households. This service will allow you to create your own list and receive a steady stream of pre-qualified names each month.

Mail Tracking & Fulfillment

AccuList USA is a leading advocate of using the latest PLANET Code technology to track delivery of your mail nationwide. We can monitor each campaign by inserting unique decoys in your mailings. In addition, we maintain special relationships with some of the largest fulfillment firms in the country to offer you a robust and scalable solution for warehousing and shipping.

Consulting and Campaign Management

Working Together

Consulting & Campaign Management

At AccuList USA, each and every one of our list and direct marketing professionals has decades of client side experience managing complex multi-channel campaigns. Our President, David Kanter has over 30 years in Direct Marketing. We invite you to take advantage of our extensive client side expertise by having us perform an independent performance audit of your key vendors along with your direct marketing program. We can help you reduce costs, improve response rates, and make qualified recommendations to help you

achieve better relationships with vendors and others who need to understand and support your company's marketing objectives.

We're ready and willing to work with your trusted vendors or to recommend companies and professionals who will save your company money, make your job easier and more productive. We can consult on key aspects of your direct marketing program or help plan entire campaigns. The extent to which we become involved depends entirely on you.

At AccuList USA, we're ready to become an integral part of your team.

Your Best Kept Secret

"We made a great decision when we asked AccuList USA to conduct a performance audit. By suggesting ways to re-allocate our budget, AccuList helped us reduce expenses while increasing response rates. At last, we can see measurable ROI based on using a consultant. AccuList USA is our best kept secret for increasing profits. Thanks, David."

*Anonymous CFO
(Have to protect my secret!)*

Direct Marketing Services

Doing Whatever it Takes

Concept & Budgeting

At AccuList USA, we know how important it is to start by asking the right questions, focusing on your objectives, and then, creating a workable budget and a concept that can be carried through every phase of your direct marketing program. We have the knowledge, experience and ability to work with your team in developing these key elements.

Copywriting & Graphic Design

A talented creative team can be the difference between a good, well-executed campaign and a great campaign that's highly successful in reaching your target audience and increasing sales and gross margins.

At AccuList USA, we have assembled a network of award-winning writers and designers who can help take your direct marketing program to a higher level.

Printing & Mailing

There are many nuances to printing and mailing that can affect not only the “look” of a campaign but the bottom line as well. Our team at AccuList USA knows how to make the most of every dollar you spend in these two areas. Our experts can help advise you about the most cost-efficient methods of printing without compromising creativity. We can also help you save money on postage without sacrificing results.

Our Networking Pays Dividends

“AccuList USA put together a team of experts to make the most of our marketing budget. From finding a copywriter who understands our objectives and our target audience to matching a graphic designer who could provide an inspired layout, to helping us get everything printed and mailed and finally helping us set up a tracking system along with a reliable partner to fulfill our orders, AccuList USA delivered. The results speak volumes!”

*Eric Poelmann
President, Dutch Finest Fantasies*