

digital.sales&marketing.revolution



Count 141,128 records; 82,653 male, 41,236 female, 17,239 unknown gender; 100% 4/5-line business addresses; 107,180 sales; 33,948 marketing.

Buyer Profile This multi-sourced list consists of sales and marketing executives at their business addresses. They have purchased computer, communications, Internet, and sales and marketing technology products and services via direct response display advertising, direct mail, and Internet e-commerce. Sales executives are highly mobile, engaging in both local and overnight travel via automobile and/or airplane. They are energetic notorious self-starters who thoroughly enjoy the "thrill of the hunt" for new business. They are true masters of today's multitasking lifestyle and are helpless without their cell phones, mobile computers, PDAs, and pagers. Their employers spend a great deal of time and effort to train these salespeople, not only on selling skills but on the products and services they represent. Marketing executives study and quantify the competitive marketplace. They are vitally concerned with issues like product positioning and customer retention. They fine tune their firm's current product line and pricing and specify the features and target pricing for future products and services. They design and monitor their firm's customer service operations to maximize retention. Sales and marketing executives work long days and irregular schedules yet must squeeze in time for family, exercise, and continuing education. These customer focused professionals are the lifeblood of our economic system, communicators by day and affluent consumers by night.

List Applications — Sales & Marketing Recruitment of sales and marketing personnel, sales training products and services including onsite courses, sales seminars, sales and marketing newsletters, sales training software, books, and audio tapes, distance learning programs, continuing education courses, meeting planners, MBA and other advanced degree programs, home-office equipment and furnishings, office supply catalogs including their online versions, luggage and travel accessories, airline, hotel and rental car offers, and sales and marketing-oriented web portals.

List Applications — Financial Secured and unsecured business loans, equipment and vehicle leasing, premium corporate credit, debit, and travel cards, affinity cards, and smart cards, malpractice insurance, business liability insurance, fleet vehicle insurance, employee benefits programs including healthcare insurance and retirement programs, online business banking services, online financial data and news, financial and tax software and services, and payroll services.

List Applications — Technology Salesforce automation software and web services, marketing and survey software and web services, CRM (customer relationship management) software and web services, presentation and content creation software, datamining software, multimedia digital projectors, conventional overhead projectors, desktop and mobile computer hardware and software including portable printers, broadband Internet (T-3 and T-1 connections, DSL, wireless, satellite), PDAs (Palm and Microsoft Pocket PC-based), wireless e-mail and messaging (Blackberry devices, two-way pagers), cellular/PCS/radio phones and services, instant messaging, web services including hosting, mirroring, and ASPs, office equipment including postage meters, faxes, copiers, office supply catalogs including their online versions, digital cameras, camcorders, and equipment and software for editing and managing digital media.

List Applications — Lifestyle Brokerage firms, mutual funds, commodities, online research, online financial data and news, investment newsletters, online banks, private banks, insurance including malpractice, life, health, auto, home and personal umbrella liability policies, financial planning services, financial tax software and services, automobile leasing, jumbo mortgages, premium credit cards, affinity cards, smart cards, personal web hosting, ASPs, instant messaging, distance learning programs, self-help software, books and audio tapes, mail order and online pharmaceuticals, vitamins, and supplements, health club memberships, online health portals, exercise equipment, luxury vehicles, boats, and aircraft, exotic vacations, luxury goods including gourmet foods, wines, spirits, fragrances, and confections, designer apparel and accessories, high-end sports equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, radar detectors, digital cameras and video equipment, and charitable causes including social, health, environmental, and religious.

List Rental Fee \$125/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$14,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

Free Demographic Selects Free demographic selects include Gender, Job Function (sales or marketing); no charge.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

Format Comma-delimited ASCII file, sorted by Zip+4 code. Fixed-length ASCII format available upon request.

Shipping/Availability Approved orders are shipped the same day we receive them, usually within one hour of receipt. Alternatively, we offer free overnight shipping on CD-ROM via Federal Express.

Quality/Hygiene This list is regularly processed to remove duplicates, undeliverables, and do-not-mail records. First, U.S. Postal Service C.A.S.S.-certified (Coding Accuracy Support System) software is used to check each address against the U.S. Postal Service national database. Incorrect street names and missing or incorrect states and ZIP+4 codes are corrected. Once the address has been standardized and the ZIP+4 code applied, an attempt is made to match the address against the N.C.O.A. (National Change-of-Address) File, which contains approximately 115 million records or 36 months of permanent address changes. Address change information is derived from the PS Form 3575, *Change-of-Address Order*, filed by relocating postal customers. Finally, the list is run against the DMA Mail Preference Service consumer file to remove do-not-mail records. The list is supplied in ZIP+4 format.

Update Frequency Monthly on the last business day of the month; approx. 5,000 new records per month.

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