

ConsumerVision



All-In-One Residential Marketing Masterfile



Buyers, Donors, Subscribers, Online, Mortgage, & More

USAGE

Direct mail, demographic append, move update & data cleansing / hygiene, phantom record identification, customer penetration analysis, phone append & verification, e-mail acquisition, deployment, & append

Overview

CAS has developed the industry's most comprehensive and accurate multi-sourced and data-enriched consumer information marketing database.

ConsumerVision contains many transaction and response-driven elements. Build your custom list with geography along with over 500+ demographic and lifestyle characteristics.

Use it for any marketing program from postal and email direct marketing to customer database enhancement and analysis.

Access valuable information on

nearly 110 million households and 220 million individuals at the individual, household and area level.

ConsumerVision now includes new and previously unreleased consumer interest elements.

The addition of these elements gives ConsumerVision far greater depth in Lifestyle and Interest categories than any single-sourced database.

ConsumerVision takes advantage of being processed against CAS' in-house Change of Address and Postal Optimization products, which are run by its own proprietary CASS Certified Software.

Categories

- Automobile
- Buying Behavior
- Credit Behavior
- Donors
- Ethnicity
- Health & Fitness
- Home & Garden
- Individual Interests
- Hobbies
- Market Models
- Outdoor Activities
- Pets & Animal Interests
- Technology
- Travel
- Wealth & Financial

Sources

- National Compiled Files
- Credit Bureau Data
- Directory Assistance Data
- Real Property Mortgage Data
- White Page Directory Data
- Tax & Deed Transactions
- Magazine Subscribers
- Transactional Data
- Summarized FICO Credit
- Direct Response Sources
- Online & Offline Surveys

Updates

- Updated Monthly
- NCOA Link™ Monthly
- Weekly DNC State & Federal



COMPLETE
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LifestyleCategories

Select from over 500+ demographic and lifestyle elements



Automobile

Auto Owners by Make Model, Automobiles & Trucks, Automotive Work, Cars & Auto Racing, Cars & Automobiles, General Automotive, Motorcycles & ATV, Nascar



Buying Behavior

Accessories & Apparel, Bargain Hunters, Beauty Products, Book Buyers, Business Purchases, Children's Apparel, Dollars Spent, Fashion Clothing, Finances, Shop By Catalog / Internet, Subscribes to 2+ Publications, Sweepstakes Buyer, Video Buyer, Women's Apparel



Credit Behavior

Credit Card - High End, Credit Card - Miscellaneous, Credit Card - Upscale Retail, Credit Card by Type, Credit Card User Propensity, Debt Consolidation, Income Producing Asset, Revolving Debt, Summarized Credit Score



Donors

Animal Welfare, Arts Donor, Charitable Donor, Charities General, Child Welfare, Community Donor, Conservative Donor, Contributor / Donor, Environmental Donor



Ethnicity

African American, Asian, Country Of Origin, Ethnic Code Premium, Hispanic, Language Preference, Percent Black, Percent Hispanic, Premium Ethnic Code



General Interests

Adult Dating, Apparel & Fashion, Avid Book Reader, Books or Magazines, Care for Elderly, Gambling, Children's Interests, Religious Reading, Smoking / Tobacco, SOHO Indicator, Surveys, Sweepstakes, Video Games, Video Recording, Wildlife & Environment



Health & Fitness

Active Families, Allergies, Arthritis, Athletic Interests, Baseball, Basketball, Beauty & Fashion, Biking, Natural Foods, Nutrition or Diet, Orthopedic, Running / Jogging, Senior Needs, Skateboarding, Ski & Snowboarding, Soccer, Swimming, Tennis, Walking, Weight Loss



Home & Garden

Decorating, Design, Do It Yourself Products, Flowers, Gardening, Green Living, Home Decorating, Home Improvement, Home Living Products, Landscaping, Plants & Gardening, Remodeling, Workshop Tools



Interests & Hobbies

Antiques, Aviation, Books by Type, Coins, Collectables, Cooking Products, Crafts, Culture / Arts, Games / Video Games, Gourmet Foods, History, Military, Music Type, Photography, Quilting, Science, Sewing, Stationery Products, TV / Movies / Video, Watching Sports, Wines



Life Stages

Child Near High School Graduation, College Graduate, Empty Nester, Expectant Parent, New Parent



Mortgage

Home Equity, Loan Payment & Balance, First Mortgage, Fixed Rate, Assessed Value, Home Sq Ft, Baths, Bedrooms, Improvement Value, Land Value, Purchase Month, Rooms & Stories, Interest Rate, Land Sq Ft, Lender Name, Loan Amount, Loan to Value, Loan Type, Newly Built Home



Outdoor Activities

Boat Owner, Boating & Sailing, Camping & Hiking, Fishing, Gardening, Gardening Veggies, Hunting, Hunting & Fishing Products, Outdoors Lifestyle, Rural Farming



Technology

Internet Service Type, Computer Products, Computer Savvy, Electronics, Email Domain, High Tech, Home Electronics, Internet Expert, Internet Service Providers, Ipad / Mp3 Owner, New Technology, Recorded Music, Technology Interests, Telephone Services



Travel

Business Travel, Cruise Ship Travel, Cruise Vacations, Foreign Travel, Ocean Beaches Vacations, Travel - Domestic, Travel - International, Travel - Recreational Vehicle, Travel In USA, Travel Propensity, Vacation Home



Wealth & Financial

Blue Chip Interests, Finance, Insurance, Investing, Investments, Investors Propensity, Net Worth Indicator, Own Real Estate, Stocks & Bonds