

# DIRECT MARKETING SOLUTIONS

FIND NEW PROSPECTS &  
GROW YOUR SALES!

# WHO WE ARE

*Growing your business is our business*

AmeriList is a global leader in innovative, response-driven direct marketing solutions that drive brand engagement, customer acquisition-retention, and sales revenue. Since 2002, we have been helping businesses transform their direct marketing strategies and turbocharge their ROIs.

From Main Street to Wall Street, we service companies of all shapes and sizes by delivering high-performance, multi-channel marketing solutions to fit the needs of each individual business. Our foundation is deeply rooted in the idea that data, technology, and collaboration can achieve remarkable success. We provide strategies and solutions to help brands gain more insight and understanding into each customer's identity, behavior, and purchasing patterns.

**Mailing List Services**

**Data Processing**

**Creative Services**

**Digital Marketing**

**Printing & Direct Mail**

Some of our techniques used to implement these disciplines include data aggregation, database compilation, list management, list brokerage, data analytics, data hygiene, graphic design, web design and development, digital marketing, email marketing, printing, promotional products, direct mail and lettershop services.



# WHY AMERILIST?

We don't just meet industry standards...

*We raise them!*

## AUDIENCE SEGMENTATION & TARGETING



Market smarter by pinpointing your specific prospecting audience with relevant content and offers.

## PARTNERSHIP & COMMITMENT



Working together, we can help you navigate the complexities of a constantly-evolving marketing landscape.

## DATA DIVERSITY



Our alignment with multiple data compilers enables us to deliver better coverage, access, and insight.

## BUDGET MAXIMIZATION



Getting the most out of your marketing dollars is a guaranteed way to put your ROI into overdrive.

## INSIGHT, KNOWLEDGE & EXPERTISE



Tap into our resource of senior-level marketing professionals and take advantage of more than four decades of direct marketing skills.

## TALENT & COLLABORATION



Data and technology are at the heart of what we do – but it's our team that sets us apart from the crowd.

# MAILING LISTS

*What can data do for you.?*

Let's face it:

as a business owner you know that there are only two kinds of people in the world;

**people who are your customers AND people who could be!**

Converting those in the second group to the first is the key to your success! At AmeriList, we help our clients make this happen every day. We provide data that accurately enables you to identify and target individuals or businesses for your direct marketing campaign. By pinpointing your best prospects, you can focus your marketing spend on more qualified buyers - ultimately reducing costs, increasing sales and boosting response rates.

Let us help you find new customers and grow your sales with high-quality, targeted sales leads and mailing lists.

## IDENTIFY. TARGET. GROW.

- National Consumer Database
- U.S. & Canadian Businesses
- Email Marketing Lists
- Saturation & Occupant Data
- List Management & Brokerage
- Direct Response Lists
- Lifestyle, Transactional & Behavior Data
- Subscriptions Data



# U.S. BUSINESS DATA

*20 million active current businesses*

Our National Business Database is the most complete source for B2B contact information nationwide, with access to over 20 million public and private businesses in the Continental United States and Canada. This data includes only current, active businesses, and is updated monthly to identify new businesses and to purge out-of-business records. Target your prospects with the most comprehensive business databases on the market by industry type/ SIC codes, number of employees, sales volume, executive titles, and much more.

## Specialty Business Mailing Lists

- Weekly New Businesses
- Home-Based Businesses
- Business Credit
- B2B Emails
- Small Business Owners
- Tax Lien
- Executive by Title
- Fortune 500 & 1000
- Minority-Owned Businesses
- And many more...

Get a free market analysis report [1.800.457.2899](tel:1.800.457.2899)



# U.S. CONSUMER DATA

*Reach 300 million consumers*

Connect with consumer marketing prospects by individuals or households for your upcoming direct mail, telemarketing, or email marketing program with the best consumer databases on the market. AmeriList segments this data by using hundreds of demographic, psychographic, and purchasing behavior data selections, as well as age, household income, marital status, dwelling type, occupation, and much more.

## Specialty Consumer Mailing Lists

- Registered Voters
- Bankruptcy
- Donors
- Pre-Movers
- New Movers
- Donor Lists
- Pre & Post-Natal
- Brides-to-Be
- Automobile Owners
- And many more...



# DATA PROCESSING

*Improve the quality of your data*

What drives your prospecting strategies? DATA! Unlock the potential of your existing data to create more meaningful communication between you and your customers.

Our data processing services help you achieve and maintain better data quality. In addition to marketing data, AmeriList offers a complete line of DP solutions designed to make your database and direct marketing efforts even more productive. Our solutions will help you harness the power of your existing customer database, which is probably one of your most under-utilized and valuable assets.

## DATA HYGIENE

- Address Verification & Validation

NCOALink®, DSF2® processing including DPV®, LACSLink®, CASS™ certification, Postal Presort & Geo Coding.

- Merge Purge & Data Suppression
- PCOA Proprietary Change of Address processing
- Email Address Verification
- DNC “Do Not Call” Scrubbing & Processing
- Deceased Suppression

## DATA ENHANCEMENT

- Demographic & Firmographic Data Append
- Telephone Append
- Email Address Append
- Reverse Phone Append
- Reverse Email Append
- Mobile Phone Append & Scrub



# CREATIVE SERVICES

*Get noticed, stand out!*

Brand recognition is a crucial component to growing your business. What resonates with people when they think of your business? With the help of AmeriList's creative team, you can give your brand the visuals and messaging that it needs to attract customers and make a lasting impression.

## GRAPHIC DESIGN

Bring your brand to life with eye-catching graphic design. Our team can create anything from logos to brochures, to distinguish your brand and establish recognition. Let's face it, we all judge a book by its cover – make sure your marketing materials reflect the aesthetic you want people to associate with your business!

## COPYWRITING & CONTENT DEVELOPMENT

The words written to your audience should reflect the message your business wants to convey, whether it is through web, print, or social media. Our professionals can help you craft captivating content that will inform and keep the attention of your readers.

## HTML EMAIL DESIGN

Email marketing is a valuable strategy to promote your business, stay in contact with current customers, and spread awareness. The difference between someone reading your email message or throwing it into the trash is an effective visual design and targeted, well-written content.





# DIGITAL MARKETING

*The digital age is now*

In today's digital society, there is a world of information at our fingertips. By taking advantage of digital marketing strategies, you can expand your reach significantly. Your company's digital presence on all devices is imperative to becoming successful today. With the help of technology, AmeriList can provide you with the means to increase awareness and visibility on the web, as well as facilitate connections between you and your potential or existing customer.

## EMAIL MARKETING

Our email marketing solutions are backed by 100% permission-based, CAN-SPAM-compliant, proprietary email data.

## WEB DESIGN & DEVELOPMENT

With the perfect combination of creative, memorable designs, responsive multi-platform compatibility, and powerful, compelling content, you can reel in more customers.

## SOCIAL MEDIA

AmeriList has the resources and digital tools to capture today's social audience and gain visibility and awareness of your company.

## SEO

By carefully crafting keyword-rich content, we can help you rank higher in search engine results, increasing visits to your website, growing brand recognition, and ultimately gaining more business.



# PRINT & DIRECT MAIL

*Reach prospects with direct marketing*

After utilizing AmeriList's data services to pinpoint potential clients, what happens now? The next step is finding a way to drive those future and existing clients right to your business. We go beyond identifying targeted prospects – we also connect you to those prospects by printing and mailing your message. By knowing precisely who your audience is, you can use that knowledge to craft a brochure, flyer, letter, coupon, postcard, or any other item, to appeal to the specific people taking it out of their mailboxes - that is, with the help of AmeriList to create and print it for you! Our onsite mailing services will help you collate, sort, address, and get your mail to the post office.

- Digital & Offset Printing
- Direct Mail Postcards
- Brochure Printing
- Promotional Products
- Stationery & Business Cards
- Envelope and Folder Printing
- Yard Sign Printing
- Mailhouse & Lettershop Services

No matter how simple or complex your print project may be, our cost-effective, efficient printing and direct mail services will help your business communicate your message successfully.



# OUR COMMITMENT

*Helping you achieve success*

We are committed to undertaking our clients' goals as our own by delivering quality data and memorable creative that work together to drive customer engagement and turbocharge ROI. At AmeriList, customer satisfaction is our #1 priority. We do not ask our clients to conform to our system: we'll customize the ideal solution for every client, providing unique services for unique needs. We will always build a person-to-person connection with each client. That is how we have grown our business for almost two decades. With an eye on the future, we believe delivering results is the only option!



## QUALITY

You can count on AmeriList to deliver only the highest quality solutions – we guarantee it.

## SPEED

We know that time is money, and we don't want to waste either of those! Our fast turnaround time helps our customers get the most out of our services.



## SERVICE

We promise to build a strong personal relationship to better meet the goals of your business - you'll speak to a real person, every time.

## SAVINGS

We offer the most competitive prices in the marketplace.



# Brands Who Trust Us

Our capabilities span across a multitude of verticals including healthcare, insurance, non-profits, retail, automotive, medical, advertising agencies, marketing consultancies, and many more.



Prudential



## Get In Touch!

To discover how a partnership with us can help your business grow, contact us today!

Call **1.800.457.2899**

or email [info@amerilist.com](mailto:info@amerilist.com).



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