

Price Lists & Available Packages

Demographic Data Enhancement Services Packages & Price List

DATA ELEMENT	BRONZE	GOLD	PLATINUM	PREMIER	PREMIER PLUS	P\$YCLE ONLY	STRATEGIC APPENDS ONLY
Age Range	X	X	X	X	X		
Marital Status	X	X	X	X	X		
Presence of Children	X	X	X	X	X		
Occupation	X	X	X	X	X		
Estimated Income	X	X	X	X	X		
Estimated Net Worth			X	X	X		
Zip + 4	X	X	X	X	X		
Home Owner	X	X	X	X	X		
Length of Residence	X	X	X	X	X		
Dwelling Size	X	X	X	X	X		
Home Market Value	X	X	X	X	X		
Home Market Value Decile			X	X	X		
Estimated Home LTV			X	X	X		
Home Purchase Date			X	X	X		
Est. Avail Home Equity			X	X	X		
Mail Responder	X		X	X	X		
Telephone	X			X	X		
Credit Card Indicator		X	X	X	X		
Vehicle Type		X	X				
Lifestage Code		X	X	X	X		
PC Owner/User			X				
DMA No Mail Solicitation Flag	X	X	X	X	X		
State Attorney General No Phone Flag	X			X	X		
No Telephone Solicitation Flag	X			X	X		
Ethnic Coding				X	X		
P\$YCLE				X	X	X	
Strategic Append Fields:							
Service Propensities					X		X
Share of Wallet					X		X
HH Value Segment (via Touché Analyzer Auto-Segmentation)					X		X
Price (per thousand records)	\$54	\$66	\$95	\$150	\$175	\$75	\$25

Scheduled Append Runs:

Quarterly Scheduled Runs Every January, April, July and October

Special Orders:

Enhancement of Touché Analyzer™ database outside scheduled append runs - minimums apply, call for quote.