



All the names you'll ever need for
any consumer offer...MAXConsumer.

MAXConsumer Consumer Database

Having a highly targeted mailing list for your marketing campaigns is as important as the offer itself. If you miss your target market, it won't matter how appealing the promotional offer may be, your response will be poor.

Identify your best prospects, increase response rates, and get the most out of your marketing budget with Anchor's **MAXConsumer Database**.

MAX Consumer's 200+ million consumer records offer in-depth and up-to-date demographic, geographic and psychographic information. Select from hundreds of data attributes including age, income, marital status, profession, ethnicity, purchase and donor behavior to name a few. And, because of the colossal size of the database, each selection produces a substantial universe (number of names).

Access to this abundance of information allows you to easily pinpoint your best market segments, refine your marketing messages, meet your objectives, and increase your return on investment.

Whatever your target audience or market, the **MAXConsumer Database** offers virtually unlimited money making potential for literally hundreds of quality offers.

Key Elements:

- ◆ 200+ million consumer records
- ◆ Extensive individual, demographic & lifestyle selects
- ◆ Unique selects in addition to the traditional information i.e mail order buyer, financial information, purchase behavior, etc.
- ◆ Comprehensive file coverage ensures a large target audience
- ◆ Access to quick counts on most selects
- ◆ Records are properly cleansed and updated i.e. NCOA, DSF, LACS, and ZIP+4

Key Benefits:

- ◆ Highly-qualified prospects
- ◆ Increased response rates
- ◆ Customized marketing campaigns
- ◆ Increased return on investment
- ◆ Numerous selection options
- ◆ Meet deadlines with turnaround in minutes
- ◆ Enhance your customer/prospect knowledge

For more information call:
800-452-2357

Or visit us on the web at:
www.anchorcomputer.com

Or e-mail us at:
e@anchorcomputer.com

MAXConsumer Data Options

MAXConsumer offers a universe of highly-qualified buyers with a wealth of demographic enhancements and lifestyle selects to accommodate any offer or direct marketing plan. Anchor's ability to provide quality, responsive leads; our attention to detail; our precision in order fulfillment and our dedicated customer service has enabled Anchor customers to receive significant Return On Investment from their marketing campaigns.

The MAXConsumer Database includes, but is not limited to the following selections:

INDIVIDUAL SELECTS

- ◆ Gender
- ◆ Presence of Children
- ◆ African-American Consumers
- ◆ Asian Consumers
- ◆ Hispanic Consumers
- ◆ Age
- ◆ Mature Individuals
- ◆ Prime of Life
- ◆ Generation X

PURCHASE BEHAVIOR

- ◆ Mail Order Buyers
- ◆ High Tech Buyers
- ◆ Computer Equipment Buyers
- ◆ Medical Supply Buyers
- ◆ Wholesale Goods Buyers
- ◆ Personal Service Buyers
- ◆ Upscale Jewelry Buyer
- ◆ Home Furnishing Buyers

HOMEOWNERS

- ◆ Home Improvement
- ◆ Homeowners
- ◆ Head of Household
- ◆ Length of Residence
- ◆ Mortgage Indicator
- ◆ Home Value
- ◆ Home Equity
- ◆ Multi-Dwelling Unit
- ◆ Condo Indicator

OCCUPATION

- ◆ Doctors
- ◆ Clergy
- ◆ Police & Firemen
- ◆ Teachers
- ◆ Attorneys
- ◆ And more!

FINANCIAL BEHAVIORAL DATA

- ◆ Income
- ◆ Bank Card
- ◆ Affluent Individuals
- ◆ Ultra Affluent Individuals
- ◆ Credit Card Holders
- ◆ Dept Store Credit Card Holders

AUTO

- ◆ Auto Owners
- ◆ Auto Loan Indicator

DONOR DATA

- ◆ Annual Donor Amount
- ◆ Affluent Donors

The above options are a sampling from our selection menu, many additional selections are available. Call for details.

Unlimited money making potential...MAXConsumer!