

# LexisNexis® *Consumer Data Enhancement*

The most comprehensive consumer data still has to be the most recent and accurate, starting with name and address.

A responsive consumer list is the foundation for direct marketing success, but it is the list selects and enhancements that enable you to determine relevant offers to the right prospect. **LexisNexis® Risk & Information Analytics Group**, a trusted source for relevant consumer data, uses a powerful data linking technology which allows you to leverage this information on **225 million consumers** and **118 million households**.

## Take your consumer marketing to the next level

LexisNexis® *Consumer Data Enhancement*, a multi-sourced database, is updated quarterly with the latest demographic and lifestyle information to maximize targeting options, assure high deliverability and generate revenue from precise targeting.

Contact your LexisNexis® Direct Marketing Solutions Representative for more information:  
Call: 1-800-347-9267  
Visit: [www.lexisnexis.com/dm](http://www.lexisnexis.com/dm)



Each of these people has a different consumer profile whether they are married, have children, live in single family homes, follow a fitness lifestyle, use credit cards, respond to direct mail and much more. Now you can accurately target the ones you want based on their interests, and avoid the ones you don't.

## THE LEXISNEXIS® ADVANTAGE

- Search 84 different selects
- Obtain multi-sourced data
- Automatic Best Address updates
- Process through TPS (Telephone Preference Service) and MPS (Mail Preference Service)
- Provide national coverage
- Access via a convenient online count/order system
- Update quarterly
- Offer volume and broker discounts

The above names and photographs are shown for illustrative purposes only. Any similarity to real persons, alive or dead, is purely coincidental.

ROI: RETURN ON INFORMATION SOLUTIONS

Customer  
Development

Authentication  
& Screening

Fraud  
Prevention

Collections  
Management



LexisNexis®

# LexisNexis® Consumer Data Enhancement

## Select. Compare. Profit.

### Base Record

Consumer Name  
Consumer Address  
City  
State  
Zip + 4

### Counts

225 Million Consumers  
118 Million Households

### Options

Key Coding  
Output Priority Ranking  
Galley Listing  
Internet/Email/FTP  
CD Rom/Diskette

### Selects

#### Demographics

Age  
Athletic Lifestyle  
Blue Chip Lifestyle (Investment)  
Children Present  
Credit Card User  
Cultural Lifestyle  
Do It Yourself Lifestyle  
Domestic Lifestyle  
Dwelling Type  
Fitness Lifestyle  
Gender  
Good Life Lifestyle  
Homeownership (owner, renter)  
Household Type  
Income

Length of Residence  
Mail Donor  
Mail Order Buyer  
Mail Responder  
Marital Status  
Occupation  
Outdoors Lifestyle  
Phone Number  
Tech Lifestyle

#### Property Attributes

Air Conditioning  
Available Home Equity  
Basement  
Baths  
Bedrooms  
Building Area  
Carrier Route/Delivery Point  
Construction Type  
Elevator  
Fireplace  
Foundation  
Garage Size  
Garage Type  
Heating  
Initial Sale Code  
Initial Sale Price  
Land Use  
Loan 1 Amount  
Loan 1 Amount 2  
Loan 1 Date  
Loan 1 Lender Name  
Loan 1 Rate  
Loan 1 Rate Type  
Loan 1 Record Date  
Loan 1 Term

Loan 1 Termination Date  
Loan 1 Type  
Loan 1 Update  
Loan 1 Vesting  
Loan 2 Amount  
Loan 2 Date  
Loan 2 Lender Name  
Loan 2 Rate  
Loan 2 Rate Type  
Loan 2 Record Date  
Loan 2 Termination Date  
Loan 2 Type  
Loan 2 Update  
Loan 2 Vesting  
Loan to Value (LTV)  
Lot Size  
Market Value  
Market Value Year  
Pool  
Purchase Amount  
Purchase Date  
Property Subdivision  
Property Type (SFU, MFU)  
Roof Type  
Seller Name  
Seller Type  
Stories  
Style, Home  
Total Loans  
Total Property Value  
Total Rooms  
Verified Homeowner  
Wall Type  
Year Built

## LexisNexis® Risk & Information Analytics Group

Drawing on the distinguished 30-year reputation of LexisNexis® products and services, LexisNexis Risk & Information Analytics Group solutions are a trusted source of actionable information that enables customers – including Fortune 500 companies – to minimize the risks associated with conducting business transactions with our partners, vendors, associates and clients.

LexisNexis Risk & Information Analytics Group builds upon this expertise. We help you generate profitable revenue streams by locating and qualifying customers through efficient marketing.