

Information and data create the platform from which your advertising and circulation strategies are developed. The better the quality of your data solution, the more effective your marketing strategies.

Nobody understands this better than the experts at ASTECH. To consistently deliver the best solutions, we have partnerships with a variety of vendors for both consumer and business data.

Consumer Data

No single vendor or data product is right for everyone. That's why we maintain partnerships with consumer data vendors such as Acxiom, Equifax, Anchor Computer, and others. Plus, we have the experience to consult with you on your particular needs and identify the most appropriate solution.

Sample consumer data solutions:

- Understand your customers' personal attributes and interests with demographic and lifestyle data.
- Use that customer understanding to identify prospects and build your marketing campaigns.
- Use robust and clean data to increase response rates.

Business Data

We partner with Dun & Bradstreet and infoUSA (ABI) to provide you with business data solutions that produce the marketing results you demand.

Sample business data solutions:

- Company name and address gets you to the front desk, but we can also provide you with primary contact names and executives so that you reach the decision makers.
- Using SIC Codes, number of employees, sales volume, company revenues, and more you can pinpoint your marketing campaigns to reach companies with a higher probability of having interest in your offer or product.

ASTECH InterMedia is your source for consumer and business data delivery and strategy consultation. To learn what we can do for you, contact Greg Gilbert at 303.296.9966 x23 or gdg@astech-intermedia.com.