

Allied List Procurement

Success with Direct Marketing starts with a good list.



Allied Marketing Communications is dedicated to offering thoughtful, innovative and creative strategies to increase response. We listen, research and recommend only the very best target audiences that have the highest propensity to respond. *Through our strategic partners, we offer:*

Compilation Methodology

Business-to-Consumer

The very most recent government records, licensing boards, mail and internet buyer information, membership rosters, attendee registers, 4,500 telephone directories, county courthouse records, magazine and newspapers, subscriptions, surveys, questionnaires, financial sources, census and voter registration records.

Business-to-Business

The very most recent government records, licensing boards, municipal directories, telephone and office machine hookups, internet connections and searches, membership rosters, attendee registers, website registrations, DBAs, Incorporations, 6,000 yellow page and white page telephone directories, educational directories, industry and specialty directories, 300 plus religious directories, county courthouse records, Secretary of State data, leading business magazines and newspapers, subscriptions, annual reports, 10Ks and other SEC filings.

Verification

More than twenty million calls per year are made to verify the accuracy of the data and to capture additional information such as key contacts, number of employees, annual sale revenue, etc. Valuable **details are also added** for direct marketing including geocodes for mapping, fax and toll-free numbers, website addresses, franchise and brand information, headline news, liens, judgments and bankruptcies, email addresses, work-at-home businesses and credit rating scores.

List Compilation

List Brokering

List Management

Data Processing

BtoB & BtoC Databases

97% Deliverability

Categories

Business/Executive

Consumer/Resident

Dental/Health/Medical

Education

Government/Military

High Technology

Legal

Professional

For over 60 years, **The Allied Group** has partnered with many successful companies and organizations to achieve great results. Many of your colleagues have already chosen **The Allied Group** as their one-stop source to implement marketing and fulfillment programs.

Allied THE **GROUP**

Implementing Marketing & Fulfillment Programs.

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