



Iwanicki Direct
identify your customer

Customer Acquisition made easy with iD

iD gives you the customer and prospect information you need to make smarter, faster marketing decisions. Now you can better understand your best customers — and find more like them. Armed with the most accurate, comprehensive, up-to-the-minute, multi-sourced data available anywhere, there's no limit to the Customer Relationship Management (CRM) initiatives you can accomplish.

Hotline Lists provide you with marketing prospects that have recently experienced an event, such as a home purchase or a move; that will trigger or accelerate buying activity. The accuracy and recency of event-trigger data help you target the right consumers at the right time.

New Borrowers just gained new buying power and may be looking for products and services to improve their property's value or improve their quality of life.

New Homeowners are very stable and extremely desirable because they have a high degree of purchasing power.

New Movers typically go on a buying spree as soon as they move into their new homes.

Pre-Movers represents consumers who have listed their home and are "eager-to-buy" before and during the move.

Consumer List provides access to a wide range of accurate marketing information about over 180 million U.S. consumers offering the most accurate and marketable data with the fewest duplicates in the industry.



Real Property List A comprehensive residential real estate list sourced from county recorder and assessor records, designed to help you target prospects who own property.

Business List Over 17 million individual company names and addresses and more than 15 million senior and middle-management executives by title from the world's leading provider of business information.

Email List 33 million double opt-in, highly-targeted email prospects to choose from, customer acquisition can be easy and effective. Reach respondents who want to hear from you and are curious to hear about their particular interests.

To learn more about how iD can help your business, please contact an iD consultant at 303.282.1063 or go to iwanickidirect.com

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