

## TARGET MARKETING DATA:

It is all in the demographics!



**YOUR TARGET:** You need to know what makes your targets unique...we can help.

Available parameters for consumer and business databases:

**AREA:** Zipcodes, counties, a radius around an address point, or we can draw a polygon around an area exactly.

### CONSUMERS:

Age, Income, Gender, Marital Status  
Presence of Children, Age, Gender  
Year Home Built, Home/Apartment  
Home Price, HVAC Type, Mortgage Type  
Purchase Date Range, Lot Size  
Year of Birth, Month of Birth  
Net Worth, Ethnicity  
Occupation, Education Level  
Credit Score, Owns Investments  
Buying Activity, Credit Card Types  
Lifestyle, Hobbies/Interests  
Political Affiliation, Religion  
Veteran in House  
Presence of Grandchildren/Grandparents  
Number of Children, Adults, Total  
and more....

### BUSINESSES:

Sales Volume, Employee Size  
HQ or Branch, Minority Owned  
Cottage Industry, SIC Code  
Non-Profit, Private/Public  
Small Business Indicator  
Square Footage  
Veteran Owned, Women Owned

If you want to find minority, left handed, accountants in New York, we can do it.

If you also want to saturate an area, SBF can produce an **Every Door Direct Mailing** for a specific area based on carrier routes **which is the least postage amount and no data purchase is necessary.**

### CONSOLIDATING AND DE-DUPING:

Do you have several different lists, and want to also buy additional address data?

#### **NO PROBLEM!**

SBF can consolidate all these lists and dedupe them leaving only 1 per address.

SBF has been helping organizations move information for over 50 years!