

ExecuReach Database

IPNM's blended database of nearly 50 million business executives at the office and at home.

ExecuReach offers a unique blend of IPNM's Business and Consumer Databases, allowing marketers to identify "executives-as-consumers" making buying decisions at work or at home. Complimented with consumer demographics such as age, income, marital status, and lifestyles, the nearly 50 million executives can also be targeted by title, industry, and company size. This file is ideal for recruitment, insurance, financial services, apparel, upscale gifts, home furnishings, gourmet foods & spirits, sports, fitness, self improvement, seminars, books & magazines, fundraising, travel, and real estate offers.

ExecuReach allows you to target prospects at work, at home or both, with your direct mail offers, making your message twice as effective. This comprehensive audience of executives is developed from the finest proprietary business data matched with the most complete consumer file ever offered, making ExecuReach the ultimate direct marketing resource.

The ExecuReach Database is rebuilt each month using unique rules and processes. Including demographics for both Executives and Consumers you can select from:

Executive Demographics

- Industry
- Title
- Employee Count
- Estimated Annual Sales
- Company Name
- Company Address
- Business Phone
- Business IGID
- Work at Home Indicator
- Company Address
- Business Phone
- Business IGID
- Work at Home Indicator

Consumer Demographics

- Age / Date of Birth
- Gender
- Income
- Marital Status
- Homeowner/Renter
- Residential Address
- Residential Phone*
- WealthFinder
- Credit Card Presence
- Child Presence
- Donor / Contributor
- Lifestyles / Interests / Hobbies
- TargetReady Behavior Models
- Consumer IGID

Marketing Best Practices

- ExecuReach segments related to government (SIC 91-97) and attorneys (SIC 81) should be avoided.
- Approach campaign with caution knowing that there is a possibility that the business contact name/ consumer name may not be the same person.
- Do not include the business name when marketing to consumers, market to the executive name not their company name.
 - Make sure that the marketing piece is geared toward the executive reading the mail at home.
- Marketing materials should not mix B2B and B2C elements on a mailing label or within a marketing piece. You're just letting the consumer know about what packages are available to businesses or executives.
- This is a unique database that was designed for certain purposes. Any new marketing programs involving ExecuReach should be tested before a full deployment is executed.
- Select by Employee
- Size at the location

ExecuReach Database

Select by Employee Size at the location:

EMPLOYEE SIZE	DISTRIBUTION
1-4	7,072,753
5-9	3,274,656
10-19	2,841,715
20-49	3,037,792
50-99	1,948,626
100-249	2,012,418
250-499	948,017
500-999	775,145
1,000-4,999	1,025,792
5,000-9,999	207,666
10,000+	107,261

Use a combination of Business and Consumer selects to reach your target market

Example: Target SMB owners with less than 10 employees, but lives in a \$1MM home and makes over \$500K annually.

Coverage

- 100% Business Phones
- 100% Categorization
- 100% Consumer Income
- 100% Marital Status
- 100% Consumer Building Type
- 96% Employee Size
- 82% Sales Volume

Counts

- 200+ Consumer Lifestyle Models
- 50+ Contact Titles
- 6 million+ Owners and Managers

Select by Sales Volume at the location:

EMPLOYEE SIZE	DISTRIBUTION
Less than \$500,000	3,454,804
\$500,000-\$1 Million	2,840,260
\$1-2.5 Million	2,237,967
\$2.5-5 Million	1,456,002
\$5-10 Million	1,188,330
\$10-20 Million	995,597
\$20-50 Million	982,145
\$50-100 Million	480,066
\$100-500 Million	508,102
\$500m-\$1 Billion	90,259
Over \$1 Billion	84,589

For more information on Infogroup's marketing and data solutions, contact us at:

1.888.617.MAIL (6245) or sales@iprintnmail.com

IPNM Direct & Digital brings results. We are experts in highly-targeted, high-volume direct response marketing campaigns.

We help clients with strategy, targeting, creative, copy, all the way to execution.