



## CONSUMER AND BUSINESS DATA PLUS

*Whatever key element you seek, our extensive collection of targeted data can bring it to you.*



### Zero in on Your Ideal Home Consumers and Business Prospects

Finding your ideal customer is easy with Bullseye Broadcasting's targeted data. Our database of over 200 million consumer and 16 million business records enables us to prepare a customized list of prospects who perfectly match your requested demographic. When you use targeted data purchased from Bullseye Broadcasting in conjunction with our **predictive auto dialer** and voice broadcasting technology, your campaign will be seen by more of the right people and lead to higher conversions for your company. From businesses to new homeowners to specialty lists, we have the leads you need. Whatever key element you seek—lifestyle, financial, behavioral, real estate—our extensive collection of **targeted data** can bring it to you.

#### Consumer Data

##### Abundant Data, Unsurpassed Precision

Composed from a vast number of sources, Bullseye Broadcasting's consumer database is a deep and comprehensive bank of consumer data on millions of households and individuals, including diverse demographic, behavioral and purchase-related information. Our consumer lists will empower you to zero in on the right people, giving you the edge over the competition.

##### Expansive Data Categories

Accurately pinpoint your candidates with the following effective categories

- 🎯 Ethnicity
- 🎯 Buying Activity
- 🎯 Health-Related Activity
- 🎯 Renter/Homeowner
- 🎯 Age
- 🎯 Household Income
- 🎯 Property Value
- 🎯 Travel
- 🎯 Vehicle
- 🎯 And More

#### Business Data

Pinpoint the true decision makers who need your product or service using the widest available selection criteria including business type (SIC/NAICS code), executive title, and company size.

- 🎯 Geography
- 🎯 Industries
- 🎯 Job Function
- 🎯 Demographics
- 🎯 Annual Sales
- 🎯 And More

Bullseye's works with the largest compilers of business data to offer over 16 million business records. Compiled from multiple data sources such as telephone directories, government filings, and annual reports, and with over 16 million phone calls made annually to verify the information, our B2B sales lists are 90% deliverable guaranteed. What this means for you – we offer the best available data for your specific business objective, regardless of source, making us a trusted source for business data lists.

##### Your lead generation solution

Our goal is to provide you with the Data, technology and tools you need to get the marketing solutions you seek, all while driving down your costs. Choose Bullseye Broadcasting today.