



lists and leads

the right list = the right leads



Are you thinking what we're thinking? Think Pixa for all things strategy & design!

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overview

We have what you need. Access hundreds of data sources – including online access to the nation's leading compiled databases – through Pixa's Lists and Leads service. We're here to guide you through picking the right list. From a high level strategy down to the specific demographics and numbers we have recommendations for you. We listen to your needs and provide guidance to help you optimize your campaign. Whether your need is to saturate a specific geographic area or focus exclusively on key demographics/firmographics, we'll help you create a list that leads you to your ideal prospects.

A hand holding a red traffic cone against a blurred background of a white car.

**RESIDENT/OCCUPANT | CONSUMER
BUSINESS | SPECIALTY | RESPONSE**

types of lists

resident/occupant

Maximize reach while optimizing postal discounts with this data source that is designed for postal saturation. Compiled from United States Postal Service intelligence, Resident/Occupant data allows mailers to identify residential and/ or business addresses within specific geographic areas via advanced mapping capabilities. Resident/Occupant mailing lists are ideal for campaigns with messaging that is suitable for a broad audience or those that are geographically focused.



consumer

Focus your campaign on the right audience with highly target-able consumer lists. These databases of economically active households are commonly compiled from sources that include buying activities, public records, and consumer surveys. Choose from a variety of demographic, lifestyle, psycho-graphic, and transactional selects that are most relevant to your prospect market. Frequently requested selects include:

- ▶ Age/Date of Birth
- ▶ Marital Status
- ▶ Presence of Children
- ▶ Education/Occupation
- ▶ Ethnicity
- ▶ Estimated Income
- ▶ Net Worth/IPA
- ▶ Modeled Credit
- ▶ Mortgage Attributes
- ▶ Property Attributes
- ▶ Hobbies/Interests
- ▶ Modeled Credit Data



business

Leverage business classification tools and relevant firmographics to identify and reach businesses that are a good fit for your products or services. Available at the company or contact level, B2B data is frequently compiled from sources that include annual reports, corporate websites, new business filings, and yellow page listings. Frequently requested selects include:

- ▶ SIC Code/NAICS Code
- ▶ Employee Size
- ▶ Sales Volume
- ▶ Top Contact Name
- ▶ Functional Job Title
- ▶ Owner Gender
- ▶ Owner Ethnic Code
- ▶ First Year in Business
- ▶ Non-Profit Indicator
- ▶ Estimated Square Footage
- ▶ Credit Score
- ▶ Telephone Number

specialty

Advance your targeting efforts beyond traditional B2C and B2B list options to identify a variety of highly-focused prospect segments. Specialty lists identify consumers and businesses based on specific niche attributes. Commonly used compilation sources include directory assistance data, industry publications, professional directories, and state occupation licenses. Examples of frequently requested lists are:



- ▶ Doctors by Practice Type
- ▶ Nurses by License Type
- ▶ Dentists/Dental Assistants
- ▶ Pharmacists
- ▶ Club and Organization Members
- ▶ College Students
- ▶ New Connects/Disconnects
- ▶ New Homeowners/New Movers
- ▶ Churches by Congregation Size
- ▶ Teachers by Grade or Subject
- ▶ Registered Voters by Party
- ▶ Local Government

response

Identify prospects by activities and affinities with aptly named response lists. Response lists, also referred to as managed lists, are highly sought after for their ability to pin-point consumer and business segments based on what they do. The cornerstone of response data is recency, frequency, and monetary value (RFM)—spending characteristics that can be an excellent predictor of future needs. Types of response data may include:

- ▶ Donors by Dollar Amount
- ▶ Donors by Source of Donation
- ▶ Catalog Purchasers
- ▶ Catalog Recipients by Title
- ▶ Magazine Subscribers by Title
- ▶ "As Seen on TV" Product Buyers
- ▶ Online Product Purchases
- ▶ Opportunity Seekers
- ▶ Consumers with Online Gift Registries
- ▶ Opt-In Email Files
- ▶ Ailment-Related Buyers



oh, hey there!

Allow me to introduce myself...or should i say selves?
Pixa is actually split into two mini brands, Pixa Creative & Pixa Direct.
Two is better than one, right? We like to think so.



Our super skilled marketing department, where we combine talented design with innovation and execution.



STRATEGY
& DESIGN



LEAD
GENERATION



DONOR
NURTURING

thinkpixa.com



Our print and mailing house where we're known for direct mail marketing, variable data print and our web-to-print solutions.



PIXA PRINT
PORTAL



CORPORATE
PRINT



DIRECT MAIL
MARKETING

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