

Utilizing Info USA as your marketing list broker to prepare for a presentation, show off your targeted marketing skills, and later buy that list to find the most qualified buyer!

www.InfoUSA.com

The screenshot shows the InfoUSA homepage. At the top, there's a navigation bar with links: MAILING LISTS, SALES LEADS, EMAIL MARKETING, DIRECT MAIL, ENHANCE YOUR LIST, ONLINE MARKETING, SIGN IN, and REGISTER. A live chat and FAQ link are also present. The main headline reads "Ready to grow your business?" followed by "It all begins here." and "Start finding new customers with targeted, accurate mailing lists." Below this are two green buttons: "CREATE A BUSINESS LIST" and "CREATE A CONSUMER LIST". A red arrow points from a box labeled "Start Here" to the "CREATE A BUSINESS LIST" button.

infoUSA®

Speak with Our Experts 800.835.5856
Mon-Thu 7am to 7pm CST | Fri 7am to 6pm CST | Sat 9am to 1pm CST

MAILING LISTS SALES LEADS EMAIL MARKETING DIRECT MAIL ENHANCE YOUR LIST ONLINE MARKETING SIGN IN REGISTER

Ready to grow your business?

It all begins here.

Start finding new customers with targeted, accurate mailing lists.

CREATE A BUSINESS LIST CREATE A CONSUMER LIST

The screenshot shows the "CONSUMER MAILING LISTS & SALES LEADS" page. It features a blue headline "Get your message in front of the right people." and a paragraph explaining the value of the consumer database. Below this, there are three key benefits listed with icons: "Reach the perfect consumers" (magnifying glass), "Save time and resources" (clock), and "Get a better return on your investment" (dollar sign). On the right side, there's a green box titled "Building your list is as easy as 1, 2, 3!" with a numbered list: 1. Make your desired selections, 2. Review your count, 3. Place your order. Below the list, it says "Your list will be delivered in minutes." and a green "GET STARTED" button. A red arrow points from a box labeled "Then Click" to the "GET STARTED" button.

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CONSUMER MAILING LISTS & SALES LEADS

Get your message in front of the right people.

Need a consumer mailing list? When you're looking to target people or households for your next sales, research, or marketing campaign, InfoUSA's U.S. Consumer database is your best resource.

Our targeted consumer mailing lists gives you access to the largest, most accurate and up-to-date information available. Customize your perfect mailing list with dozens of selections such as age, income, home value, ethnicity, and geography.

- Reach the perfect consumers**
Choose from more than 30 search selections as well as geographic information to target the right audience for your marketing, sales, and research efforts.
- Save time and resources.**
InfoUSA offers the most accurate data available, so you know you won't be wasting your time and money chasing incorrect or incomplete leads.
- Get a better return on your investment.**
Customizing your message to the right audience can help improve your campaign's ROI.

Then Click

Building your list is as easy as 1, 2, 3!

1. Make your desired selections.
2. Review your count.
3. Place your order.

Your list will be delivered in minutes.

GET STARTED ▶

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Mailing Lists | Sales Leads | Email Marketing | Direct Mail Marketing | Enhance Your List | Google Advertising | [Sign In](#) | [Register](#)

[Home](#) > [U.S. Consumer Search](#) > [Geography](#)

Marketing Type

You have chosen ""

To change your choice, select a different marketing type below

☐ Leads for Mailing
☐ Leads for Calling
☐ Leads for Mailing and Calling
☒ All leads

Choose Lead Type, Then Save

Currently Have:

97,478,088 leads

Selected Criteria

[Marketing Type](#)

[Geography](#)

[Basic Demographics](#)

[Housing And Finance](#)

Other Selections

[Additional Processing](#)

Zip + 4 Records Only ☒

[Key Contacts](#)

One Contact Per Household ☒

[Omit Rural Address](#)

Geography | Basic D

Questions about selecting geography [Click here](#)

Select from a Map

- Draw your own shape
- Pick from a ZIP Code map
- Search by radius
- And much more!

Radius Around an Address or ZIP Code
Reach consumers around a location

Street Address: (Optional)

5-Digit ZIP Code: (Required)

Mailing Lists | Sales Leads | Email Marketing | Direct Mail Marketing | Enhance Your List | Google Advertising | [Sign In](#) | [Register](#)

[Home](#) > [U.S. Consumer Search](#) > [Geography](#)

The site will start to walk you through the steps.

Start narrowing down your leads by entering your selects.

Click on an arrow below to select search categories and refine your list. When you're ready to move on, click "Continue" or choose a new tab below.

Geography | **Basic Demographics** | **Housing & Finance** | **Optional** | **Review Criteria**

Questions about selecting geography [Click here](#)

Select from a Map

- Draw your own shape
- Pick from a ZIP Code map
- Search by radius
- And much more!

Radius Around an Address or ZIP Code
Reach consumers around a location

Street Address: (Optional)

5-Digit ZIP Code: (Required)

Number of miles: .1 to 450 miles(Required) ☒

You Currently Have:

108,440,589 leads

Selected Criteria

[Marketing Type](#)

All leads

[Geography](#)

[Basic Demographics](#)

[Housing And Finance](#)

Other Selections

[Key Contacts](#)

One Contact Per Household ☒

Home > [U.S. Consumer Search](#) > [Geography](#)


Click on an arrow below to select search categories and refine your list. When you're ready to move on, click "Continue" or choose a new tab below.

Geography Basic Demographics Housing & Finance Optional Review Criteria

Questions about selecting geography [Click here](#) Back Continue

Select from a Map

- Draw your own shape
- Pick from a ZIP Code map
- Search by radius
- And much more!

[Go To Map Now](#)

Radius Around an Address or ZIP Code

Reach consumers around a location

Street Address: (Optional)

5-Digit ZIP Code: (Required)

Number of miles: .1 to 450 miles (Required) ?

Select one address from the options below.

☒ 20.0 MILE(S) FROM CENTROID OF 34638 IN LAND O LAKES, FL

You Currently Have:

108,440,589 leads

[Update Count](#)[See Price](#)

Selected Criteria

[Marketing Type](#)
All leads

[Geography](#)

[Basic Demographics](#)

[Housing And Finance](#)

[Other Selections](#)
[Key Contacts](#)
One Contact Per Household

[Save Search](#)
[New Search](#)

Begin to search your area with specific guidelines.

Home > [U.S. Consumer Search](#) > [Basic Demographics](#)

Click on an arrow below to select search categories and refine your list. When you're ready to move on, click "Continue" or choose a new tab below.

Geography Basic Demographics Housing & Finance Optional Review Criteria

Back Continue

Adult Age

Choose age and month of birth

Select from a range ☒ Omit Modeled Age ?

<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-29	<input type="checkbox"/> 30-34	<input type="checkbox"/> 35-39
<input type="checkbox"/> 40-44	<input type="checkbox"/> 45-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-59
<input type="checkbox"/> 60-64	<input type="checkbox"/> 65-69	<input type="checkbox"/> 70-74	<input type="checkbox"/> 75+

Enter the exact ages ?
(E.g. to find 35 or older, enter 35 to ALL)

From: To:

Month of Birth

<input type="checkbox"/> January	<input type="checkbox"/> February	<input type="checkbox"/> March
<input type="checkbox"/> April	<input type="checkbox"/> May	<input type="checkbox"/> June
<input type="checkbox"/> July	<input type="checkbox"/> August	<input type="checkbox"/> September
<input type="checkbox"/> October	<input type="checkbox"/> November	<input type="checkbox"/> December

You Currently Have:

516,612 leads

[Update Count](#)[See Price](#)

Selected Criteria

[Marketing Type](#)
All leads

[Geography](#)
[Radius](#)
20.0 Mile(S) From Centroid of 34638 in Land O Lakes, FL

[Basic Demographics](#)

[Housing And Finance](#)

[Other Selections](#)
[Key Contacts](#)
One Contact Per Household

[Save Search](#)
[New Search](#)

When you continue, you will see your lead count reduce.

Keep making more selections to narrow down your list

Click on an arrow below to select search categories and refine your list. When you're ready to move on, click "Continue" or choose a new tab below.

Keeps Shrinking

As you select and continue, you will see a summary here

You Currently Have:

28,830 leads

Update Count

See Price

Selected Criteria

Marketing Type
All leads

Geography
Radius
20.0 Mile(S) From X
Centroid of 34638 in
Land O Lakes, FL

Basic Demographics
Income
\$100,000 - \$249,999 X

Age
25-29 X
30-34 X
35-39 X

Marital Status
Married X

Housing And Finance

Other Selections
Key Contacts
One Contact Per Household X

Geography **Basic Demographics** **Housing & Finance** **Optional** **Review Criteria**

Back Continue

Home Value / Home Ownership
Choose neighborhood

Estimated Home Value
From: Under \$25,000 To: \$1,000,000+

Home Ownership
☐ Homeowner ☐ Renter ☒ All (including unknown)

Housing Type
Select by dwelling type, number of units and more

Personal Finance
Find potential investors, number of credit cards, WealthFinder™

Mortgage
Select households with a mortgage, mortgage type and more

Back Continue

Home > U.S. Consumer Search > Optional

Click on an arrow below to select search categories and refine your list. When you're ready to move on, click "Continue" or choose a new tab below.

Keeps Shrinking

More summary to the right, and now we can choose even more selections.

You Currently Have:

1,199 leads

Update Count

See Price

Selected Criteria

Marketing Type
All leads

Geography
Radius
20.0 Mile(S) From X
Centroid of 34638 in
Land O Lakes, FL

Basic Demographics
Income
\$80,000 - \$99,999 X
\$100,000 - \$249,999 X

Age
25-29 X
30-34 X
35-39 X

Marital Status
Married X

Housing And Finance
Home Value
\$150,000 To \$599,999 X

Geography **Basic Demographics** **Housing & Finance** **Optional** **Review Criteria**

Back Continue

Children / Grandparents / Veterans
Find households that contain certain residents

Hobbies & Interests
Narrow by interest in politics, sports, collectibles and more

Ethnicity
Customize your list with more than 50 possible selections

Religion
Choose from 10 major religions

Voter Information
Target 35 million registered voters

Mailing Address Options
ZIP+4, P.O. Box and Rural Route options

Back Continue

Click on an arrow below to select criteria when you're ready. X
to move on, click "Continue" or click "Back" to return to the previous screen.

Our Target Market

You Currently Have:

122 leads

See Price

Geography

Basic Demographics

Housing & Finance

Optional

Review Criteria

Print this page

Back

Continue

Congratulations! You're almost done.

We have 122 leads that match your criteria.

To provide you with the most accurate and deliverable data, we:

- Place more than 20 million phone calls per year.
- Send our business list through the United States Postal Service's (USPS) National Change of Address (NCOA) database.
- Certify our data using the USPS's Coding Accuracy Support Systems (CASS).

Marketing Type and Mailability Score

Marketing Type

All Leads

Edit

Geography

Radius

20.0 Mile(S) From Centroid of 34638 in Land O Lakes, FL

Select All

Remove Criteria

Basic Demographics

Income

\$60,000 - \$99,999

\$100,000 - \$249,999

Select All

Remove Criteria

Age

25-29

30-34

35-39

Marital Status

Married

Housing And Finance

Home Value

\$150,000 To \$599,999

Home Ownership

Homeowner

Housing Type

Single Family Dwellings

Year Home Built

2010 To 2015

Years At Address

5 To 99 Years and More

Select All

Remove Criteria

Other Selections

Key Contacts

One Contact Per Household

Hobbies And Interests

Gourmet Food & Wine

Boating & Sailing

Gardening

Select All

Remove Criteria

Back

Continue

You can print out this final page and bring it with you on listing presentations to demonstrate how you can find a buyer for their home.

This will WOW the owner to know you have done the research ahead of time and have shown them something they haven't seen before!

This list is FREE to print, and the online account is FREE to create. Whether you buy the list in the future doesn't matter. This is evidence of your marketing plan, and can be done in just a few minutes for each homeowner you are meeting with.

Additional Criteria Used

Which package would you like?

Complete Package

Your Price: \$99.00

[▶ Select This Package](#)

[View Sample](#)

Package Details

(Information for each record may vary.)

- Name
- Address
- City
- State
- ZIP+4
- Time zone
- County
- Metro area
- Age
- Adult gender
- Income
- Carrier route
- Delivery point bar code
- Purchasing power indicator
- Head of household indicator
- Housing information
- Mail order history
- Donor Type
- Cat/dog owner
- Grandparent in household
- Veteran present
- Household with internet user
- Female/male occupation

Mailing Package

Your Price: \$99.00


[▶ Select This Package](#)

[View Sample](#)

Package Details

(Information for each record may vary.)

- Name
- Address
- City
- State
- ZIP+4
- County
- Metro area
- Housing information
- Carrier Route
- Delivery point bar code.

 [Printable price quote](#)

You currently have:

122 Leads

[I want fewer leads](#)

Additional Options:

[Save Search](#)

[Change Criteria](#)

[See Leads on a Map](#)

[Free Market
Research Report](#)



[Labels, Lists
& CD-ROMs](#)

For our 122 Leads it would cost \$99 to buy either package they offer. In this case, the price is the same, but in many cases it will vary. Typically the Mailing Package (the cheaper option) is all you would need. You now own the list, and can plan your marketing pieces.