

Coverage +



Using sophisticated modeling techniques, missing information is populated with the best case estimations derived from the surrounding characteristics of households in the same geographic area.

Bring a regional Coverage+ Database in-house to use for research, profiling and analysis. Excellent for banks, newspapers, retail stores, fast food chains and many more. Elements are either actual data when available or modeled using neighborhood information at the zip code / carrier route level.

This file is 100% populated with:

- Estimated Age
- Estimated Income
- Length of Residence
- Homeowner Status
- Estimated Home Values
- Wealth Codes
- Year Home Built
- Presence of Children

Use Coverage + for:

- Penetration Analysis
- Identify characteristics prevalent on households from the same geographic area
- Predict prospects' buying behavior
- Get better postal rates with saturation mailings
- Maximize marketing campaign exposure
- Don't miss potential business because of lack of information

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