



Insite RealTime™ empowers the consumer marketer with hundreds of actionable insights specific to each household target. Only requiring a consumer to offer name and ZIP Code, these appends are delivered in real time requiring no other form entries. These data elements (and hundreds more) can be appended to house data or from web visitors who have departed a website to enable data driven remarketing campaigns.

STANDARD DEMOGRAPHIC DATA ELEMENTS

Address

- Primary Address Number
- Pre Direction
- Street Name
- Street Suffix
- Post Direction
- Secondary Address
- State Abbreviation
- State Code
- City Name
- ZIP Code
- ZIP+4

Carrier Route

County Code

Telephone Number

Second Phone Number

Last Name

First Name

Middle Initial

Age

Month of Birth

Year of Birth

Gender

Marital Status

Presence of Children:

- Children Age:
 - Baby
 - Young
 - Elementary
 - Junior High
 - High School

▪ Children Gender:

- Baby
- Young
- Elementary
- Junior High
- High School

▪ Number of Children in Living Unit

Estimated Income

Occupation

Purchasing Habits:

- Credit Card Usage
- Mail Buyer
- Phone Buyer
- Online Buyer

Dwelling Type

Length of Residence

Owner/Renter Flag

Ethnicity

Latitude/Longitude

Touchpoints/Communication Themes

- Buy American
- Show Me the Money
- Go With the Flow
- No Time Like the Present
- Never Show Up Empty Handed
- On the Road Again
- Look At Me Now
- Stop and Smell the Roses
- Work Hard, Play Hard
- A Penny Saved, A Penny Earned
- It's All In The Name

ADDITIONAL (PREMIUM) DATA SETS

Mail Order Responders

- Upscale
- Male Oriented
- Female Oriented
- Crafts & Hobbies
- Gardening & Farming
- Books
- Collectibles & Specialty Foods
- Gifts & Gadgets
- General
- News & Financial
- Do-It-Yourselfers

Magazine / Publication Subscribers

- Family & General
- Female Oriented
- Male & Sports Oriented
- Religious
- Gardening & Farming
- Culinary Interests
- Health & Fitness

Contributions

- Religious
- Political
- Health & Institutional
- General

Household Information

- In Market for New or Used Car
- Presence of Home Computer
- Presence of Pet (Cat or Dog)
- Presence of Credit Cards

Property Information

- Home Value
- Year Built
- Number of Bedrooms And Baths
- Fireplace
- Swimming Pool
- Square Footage
- Flooring Types
- Type of Heating / Air Conditioning Unit

Mortgage and Investment Property Information

- Terms
- Rate Type
- Loan Type
- Lender Name
- Loan to Value Ratio

Interests

- Travel Foreign/Domestic
- Cruising
- Sports & Fitness
- Outdoors
- Investing

Purchasing Trends

- Mail
- Internet
- Phone