

Getting Started with AccuLeads: A User Guide

Welcome to AccuLeads, one of the industry's most robust list selection and data services platforms. With AccuLeads, you have virtually unlimited access to the nation's leading direct marketing files as well as a variety of complementary tools designed to maximize your campaign potential.

Getting started with AccuLeads is easy! Follow these simple steps to run a count and place an order. Additional features and functions to enhance your AccuLeads experience are included throughout.



Table of Contents *(Click to Navigate)*

Step One: Make Your Database Selection

Easily Find Selects with AccuLeads Power Search

Step Two: Enter Your Geography

Visualize Your Geography Selection with Mapping

Use the Same Geography Across Multiple Databases with Copy from Count Feature

Step Three: Target Your Audience

Default Selects for Quality Assurance

How Your Target Audience is Counted

Utilize Favorite Demographics

Advanced Count Features: Logical Groupings and Combine Counts Feature

Customizing Your Combined Count Report

Step Four: Create a Count Report

Customizing Your Count Report

Step Five: Place an Order

Data Usage Options

Customize File Layouts and Order Templates

Additional Features and Functionality

The My History Tab

Count and Order Filters

The Account Settings Tab

The Administration Tab

Customer File Suppression

Data Enhancement

Consumer and Business Data Enhancement

Email Append

Getting Started with AccuLeads

Email Append Settings

Data Analytics

SnapShot Descriptive Profile

Response Predictive Model

Subscriptions

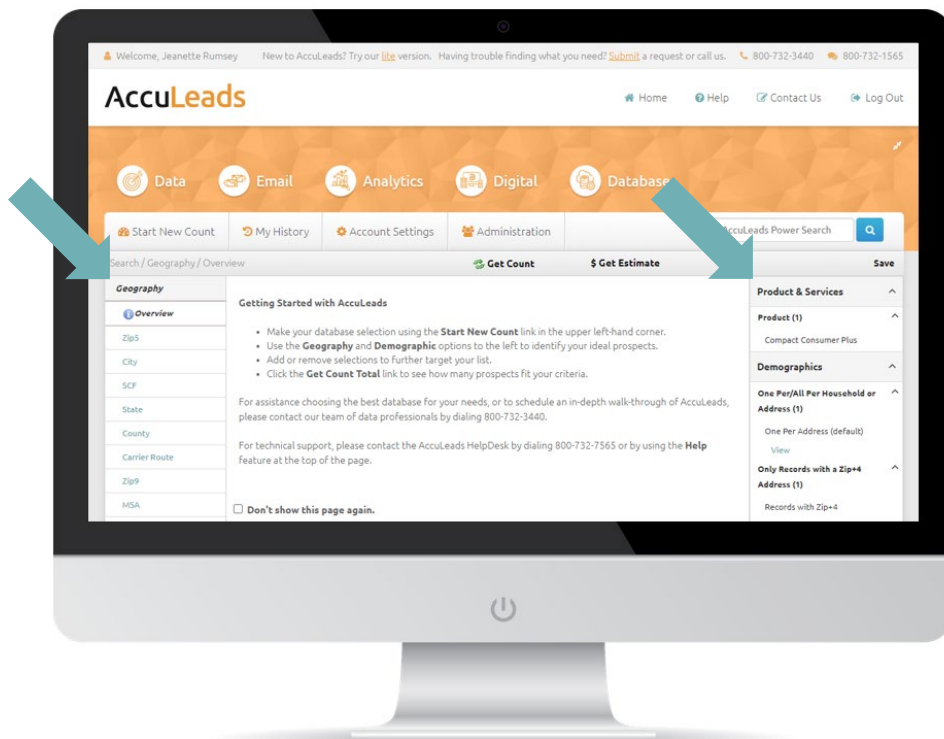
AccuLeads Lite

AccuLeads Support

Getting Started with AccuLeads

Step One: Make Your Database Selection

1. Log in at www.acculeads.com. Make your database selection from the choices available on the home page. Refer to the descriptions for additional information about each database or use the AccuLeads Power Search feature to identify the databases that offer the select you need.
2. Click on the database name or corresponding Start Search button to begin your count; this will bring you to the Geography Selection page.
3. Before beginning your count, please familiarize yourself with our navigation tools. The Left Navigation Panel will allow you to move between pages, the Top Navigation Panel will allow you to update your count, and the Right Navigation Panel will allow you to view, edit, or clear the selects included in your count. Selects that automatically appear in the panel on the right are system defaults that allow users to receive the best quality data for that file.



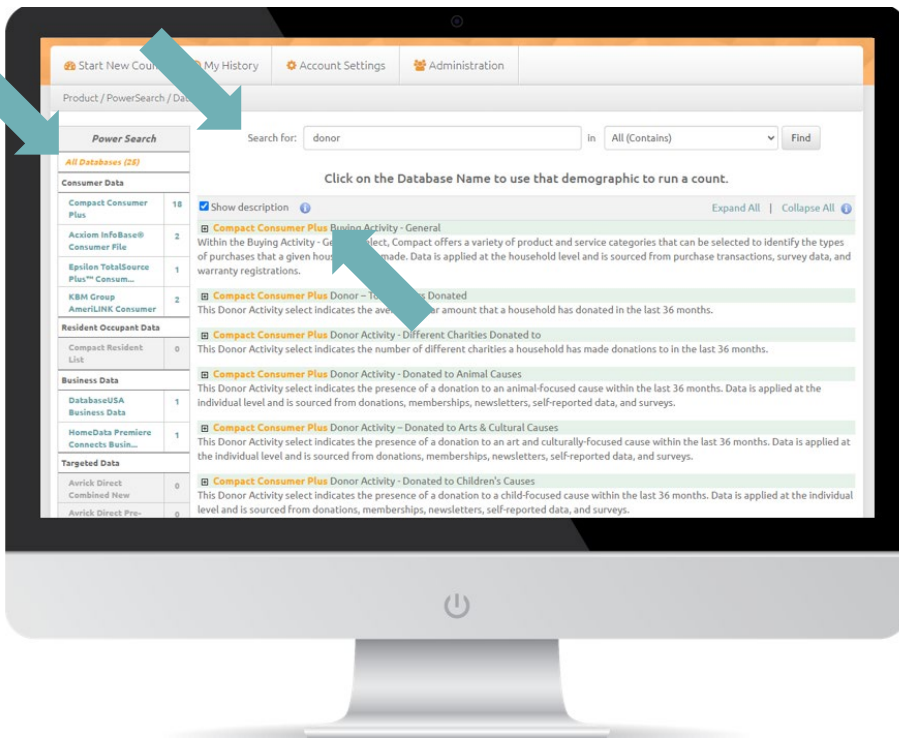
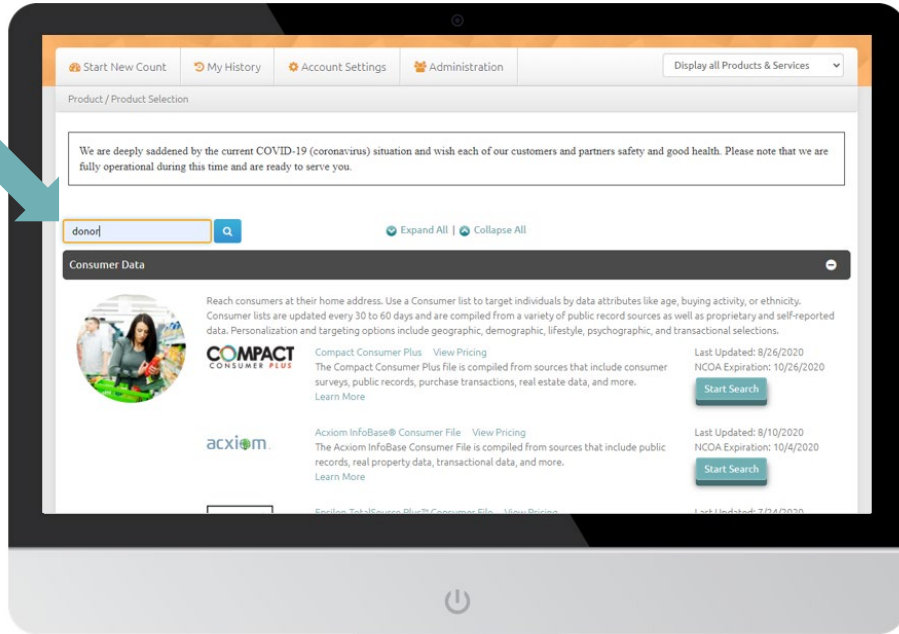
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Easily Find Selects with AccuLeads Power Search

The AccuLeads Power Search, which is found on the homepage of AccuLeads, allows you to query all available databases for desired keywords to identify the database that will work best for your count.

- Enter your keyword into the “AccuLeads Power Search” field. Be as concise with your keyword as possible to produce the most accurate results. Click the blue magnifying glass icon to continue.
- The page will refresh and your Power Search results will display. On the left-hand side of the screen, you will see a summary of the AccuLeads databases that have a match for your keyword in either the name of the select, within its description, or as an available attribute or select. You can click the individual database to see the relevant findings.
- In the middle of the screen, you will see a comprehensive listing of all available selects from the AccuLeads databases that returned results. The name of the database, the name of the select, and the data description are provided.
- From this point, you can change your search criteria by entering a new keyword into the “Search For” field. Adjust the search logic if needed and click “Find” to continue.
- To proceed, click on the name of the database that returned the select you would like to use. AccuLeads will refresh and you will be taken to that specific select within the identified database to complete your count.

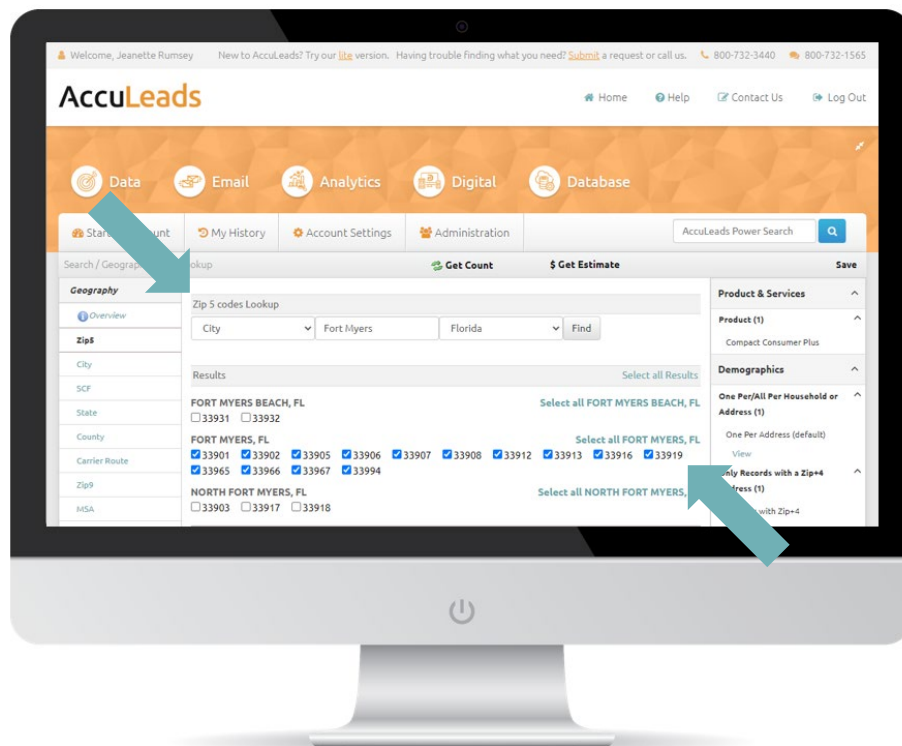
Getting Started with AccuLeads



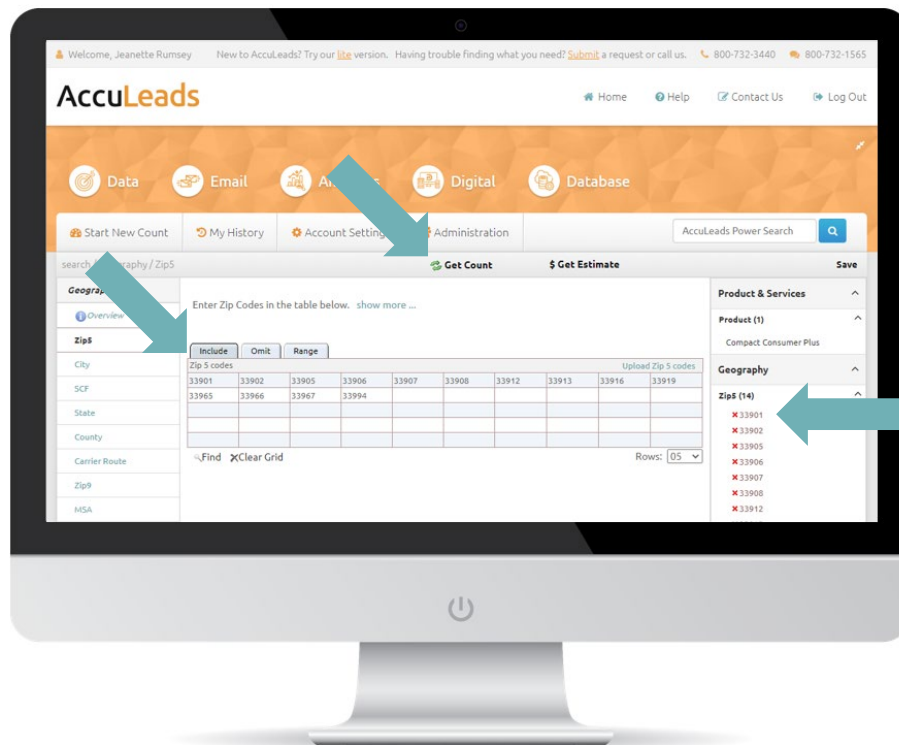
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Step Two: Enter Your Geography

1. Enter the Zip Codes that you want to target by clicking the first field of the table below.
2. Use the tab key to enter multiple zip codes; each zip code will go into a different cell. Use the “Find” link to look up Zip Codes in a specific city, county, or SCF.
3. Please note that additional Geography options are available on the left navigation panel. AccuLeads also supports the upload of geographic elements.
4. Click the “Get Count” link in the top navigation to see how many records are available.



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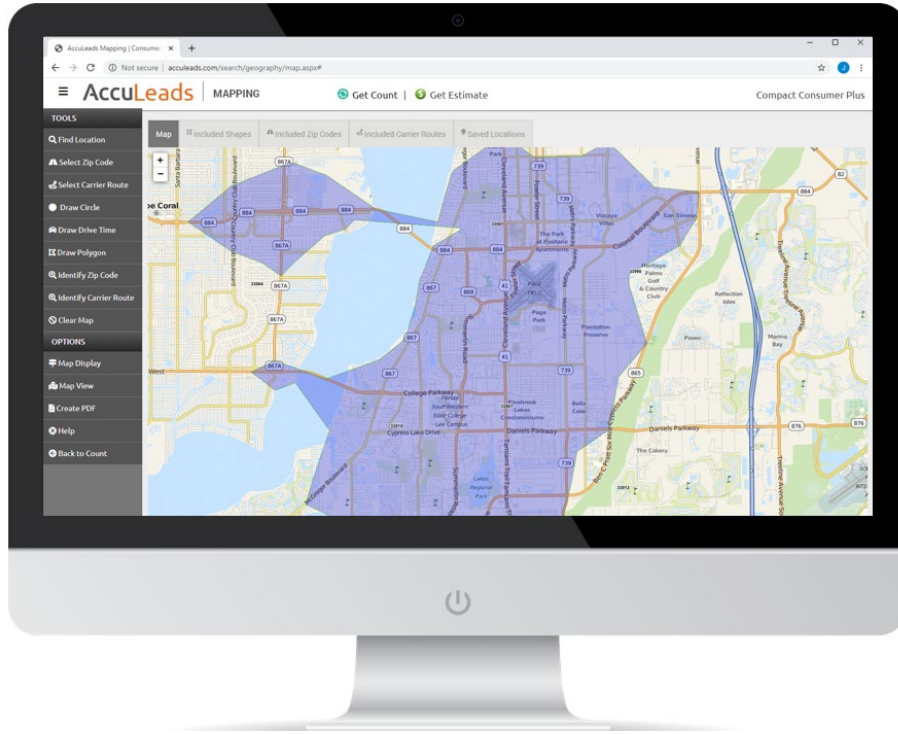
Visualize Your Geography Selection with Mapping

AccuLeads' integrated Mapping tool enables you a great deal of flexibility in creating spatial images and plotting multiple geography points online. Data associated with mapping images is automatically imported into AccuLeads creating a seamless count and order process.

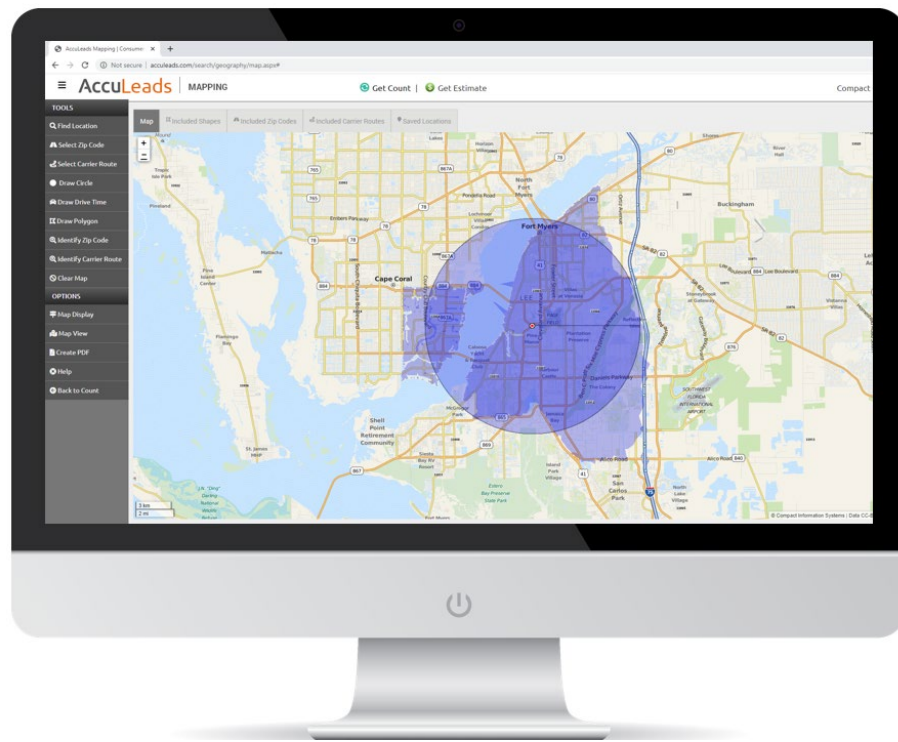
Within Mapping, you can visualize your geography as you build your custom marketing footprint on the map. You can create radii, map drive times, draw polygons, and more. Maps can be saved in a PDF format for future use and the geography you create is automatically imported into your count.

To learn more about the Mapping tool, please request a copy of our Mapping User Guide from your AccuData Sales Representative.

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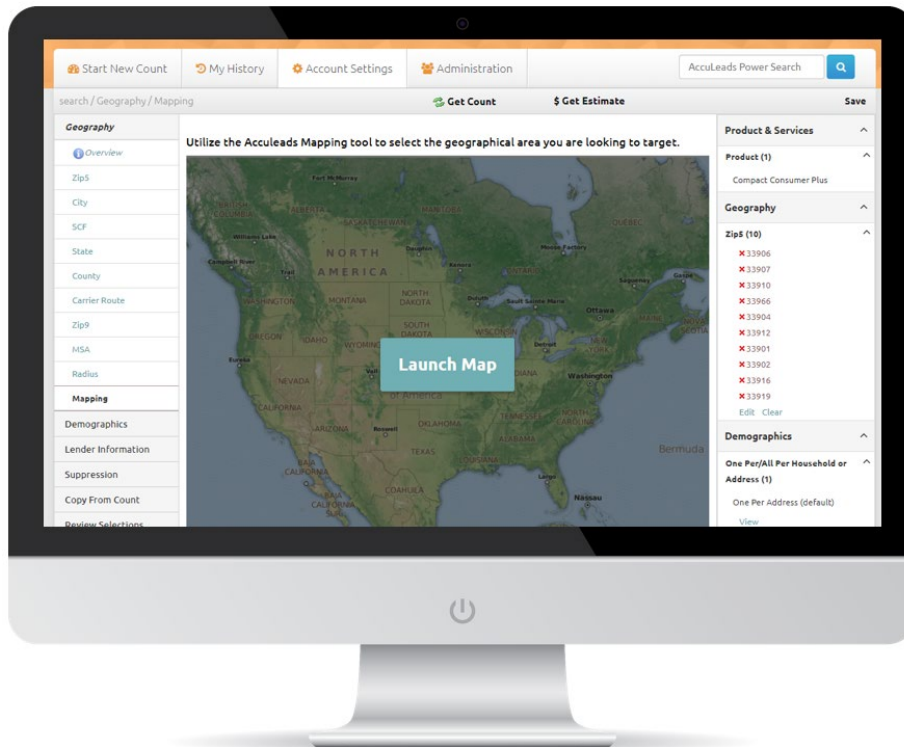


An example of a 10-minute drive time created in AccuLeads Mapping



An example of a 5-mile radius created in AccuLeads Mapping where the full Zip Code is included

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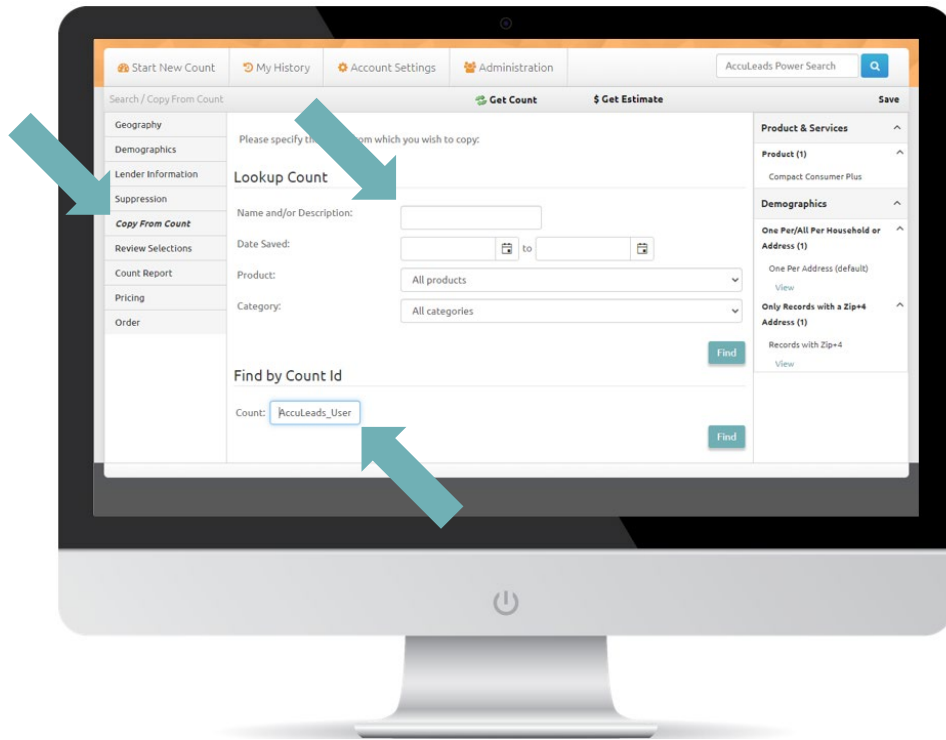
Once your map is complete, click “Back to Count” and your geography will be imported

Use the Same Geography Across Multiple Databases with Copy from Count Feature

Ideal for use when running comparison counts, the Copy from Count feature allows you to move geography attributes from one database to another without manually re-entering the information.

- To use Copy from Count, make note of the Count ID that you would like to reference and start a new count in your database of choice.
- Use the Left Navigation Panel to select “Copy from Count.” The page will refresh and you will have the option to search for the count that you would like to copy or you can enter the Count ID into the Find by Count ID field. Click “Find” to continue.
- The associated count will display along with a View option that will allow you to see the details of the count. Choose the available geography fields that you would like to copy and click “Append” to continue.
- Your geography attributes from the previous count will be added to the new count.

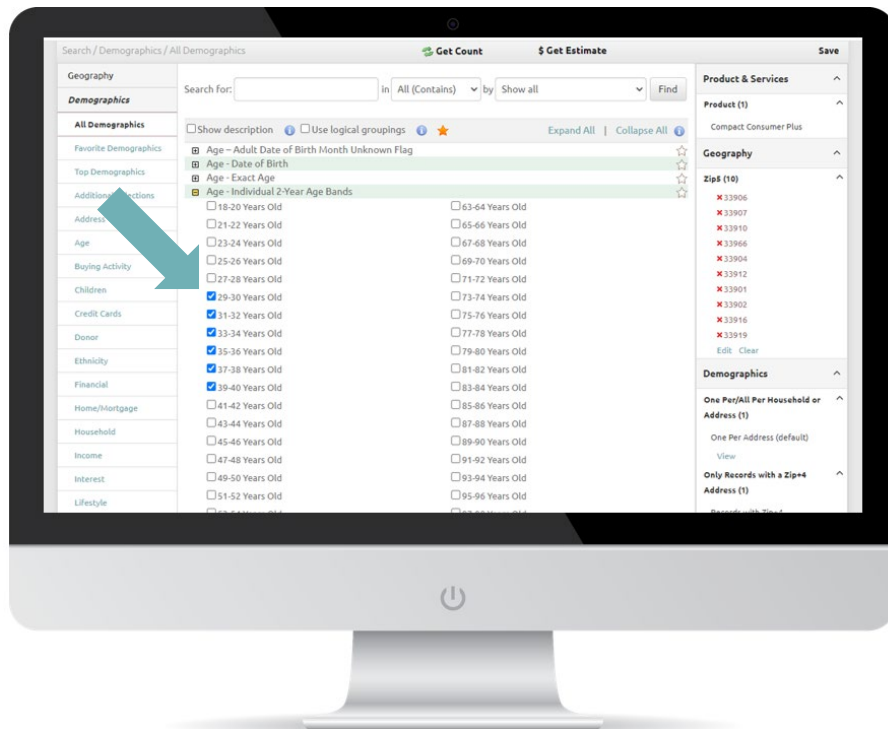
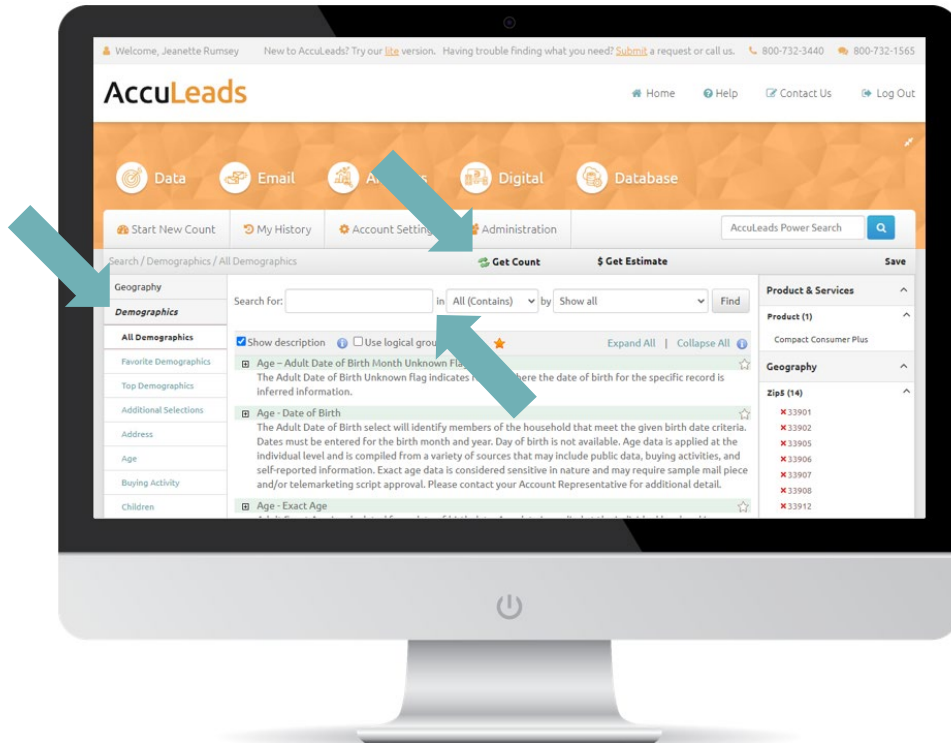
Getting Started with AccuLeads



Step Three: Target Your Audience

1. On the left navigation, click the “Demographics” tab to choose selects (for example age, income, or sales volume) to further target your desired audience.
2. The available selects will appear in the center of your screen; make your choice(s) from the options available. Repeat this step as needed.
3. For assistance finding a specific select, enter a keyword in the “Search For” field and click “Find.” Selects with a name or description that match your keyword search will be displayed.
4. Click the “Get Count” link in the top navigation to see how many records are available.
5. On the left navigation, click the “Order” button to begin your purchase; or to save your work for a future purchase or to request a detailed report, click the “Count Report” button.

Getting Started with AccuLeads



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Default Selects for Quality Assurance

As you navigate through the various databases offered on AccuLeads, you will see that each includes a set of default selects (that can be viewed in the Right Navigation Panel). These default selects work in conjunction to ensure that you receive the highest quality prospects with each download. Listed below is a summary of default selects by database. Please note that the default selects may vary from provider to provider.

Consumer Databases



Compact Consumer PLUS

One Per Address
Only Records with a Zip + 4 Address

Axiom InfoBase® Consumer File

Premium Deliverability Confidence Code
One Per Address
Only Records with a Zip + 4 Address
No Vacant Addresses

Epsilon TotalSource Plus™ Consumer File

Address Matched DPV
NCOA Verified
One Per Address
Only Records with a Zip + 4 Address

KBM Group AmeriLINK Consumer Database

NCOA Verified
One Per Address

Resident/Occupant Database



Compact Resident List

College Addresses Not Included
Only Deliverable Addresses
Residential Addresses Only
Seasonal Address Calculation

Getting Started with AccuLeads

Business Databases

DatabaseUSA

Business Type
Mail Score Code 80%+
Only Records with a Zip + 4 Address
Records Per Site

HomeData Premiere Connects Business Hotline

New Address, New Phone
One Per Address
One Per Phone
Only Records with a Zip + 4 Address
Only Records with a Telephone Number

Targeted Databases

Avrick Direct Combined New Mover File

One Per Address
Only Records with a Zip + 4 Address

Avrick Direct Pre-Mover File

One Per Address
Only Records with a Zip + 4 Address

Avrick Direct Mew Movers List

One Per Address

HomeData New Homeowners Hotline

One Per Address

Getting Started with AccuLeads

HomeData New Neighbor Connects Hotline

Connection Type
Delivery Point Validated
Mailable Flag
One Per Phone
Only Records with a Zip + 4 Address
Residential Phone Update Type
Telephone Numbers Non-DNC

Axiom InfoBase Real Property File

One Record Per Owner
Only Records with a Zip + 4 Address

Axiom InfoBase Pre-Mover List *(please inquire regarding availability)*

Names Where Available
Only Records with a Zip + 4 Address

Axiom InfoBase New Homeowners File *(please inquire regarding availability)*

Master and Hotline Records

Axiom InfoBase New Movers File *(please inquire regarding availability)*

Master and Hotline Records
One Per Address

How Your Target Audience is Counted

Consumer Databases

Only Records with a Zip + 4

All included records will have a Zip + 4 address, which are considered by the United States Postal Service to be more highly deliverable than a standard 5-digit Zip Code.

Getting Started with AccuLeads

One Per Address (Default)

When One Per Address is selected, AccuLeads will identify one consumer from those available at the physical address that meets your geographic and demographic criteria. This option is the AccuLeads default to eliminate multiple records for the same physical address from being output on your data file.

One Per Household

When One Per Household is selected, AccuLeads will identify one consumer from the households present at the physical address that meets your geographic and demographic criteria. A household is determined based on consumers at the physical address that share the same last name and are over the age of 18. This option may produce multiple records for the same physical address if there are two or more households present.

All Per Household/Address

When All Per Household/Address is selected, AccuLeads will identify all consumers at the physical address that meet your geographic and demographic criteria. This option may produce multiple records for the same physical address. Use this option to ensure that all applicable consumers receive your mailing.

Resident/Occupant Database

Residential/Business Selector

All Resident/Occupant lists are produced on a one per address basis. By default, AccuLeads only includes Residential Addresses in your count. To add Business (Occupant) Addresses, please use the “Residential/Business Selector.”

Business Database

One Record Per Company

When One Record Per Company is selected, AccuLeads will identify companies at the physical address that meet your geographic and firmographic criteria. This option may produce multiple records for the same company (for example, AccuData Integrated Marketing, Inc. and AccuData Holdings).

Getting Started with AccuLeads

Multiple Records Per Company

When Multiple Records Per Company is selected, AccuLeads will identify all contact records at the physical address that meet your geographic and firmographic criteria. This option may produce multiple records for the same physical address. Use this option to ensure that all applicable contacts receive your communication.

One Per Site (Default)

When One Per Site is selected, AccuLeads will identify one record per business from those available at the physical address that meets your geographic and firmographic criteria. This option is the AccuLeads default to eliminate multiple records for the same physical address from being output on your data file.

One Per Address

When One Per Address is selected, AccuLeads will identify all of the businesses available at the physical address that meet your geographic and firmographic criteria. This option may identify multiple records for the same physical address; however, only one business is provided on output.

Targeted Databases

One Per Address (Where applicable)

When One Per Address is selected, AccuLeads will identify one consumer from those available at the physical address that meets your geographic and demographic criteria. Depending on the database selected, this option may be a default to eliminate multiple records for the same phone number from being output on your data file.

One Per Phone (Where applicable)

When One Per Phone is selected, AccuLeads will identify one consumer from those associated with the phone number that meets your geographic and demographic criteria. This option is the AccuLeads default to eliminate multiple records for the same physical address from being output on your data file.

Getting Started with AccuLeads

One Record Per Owner (Where applicable)

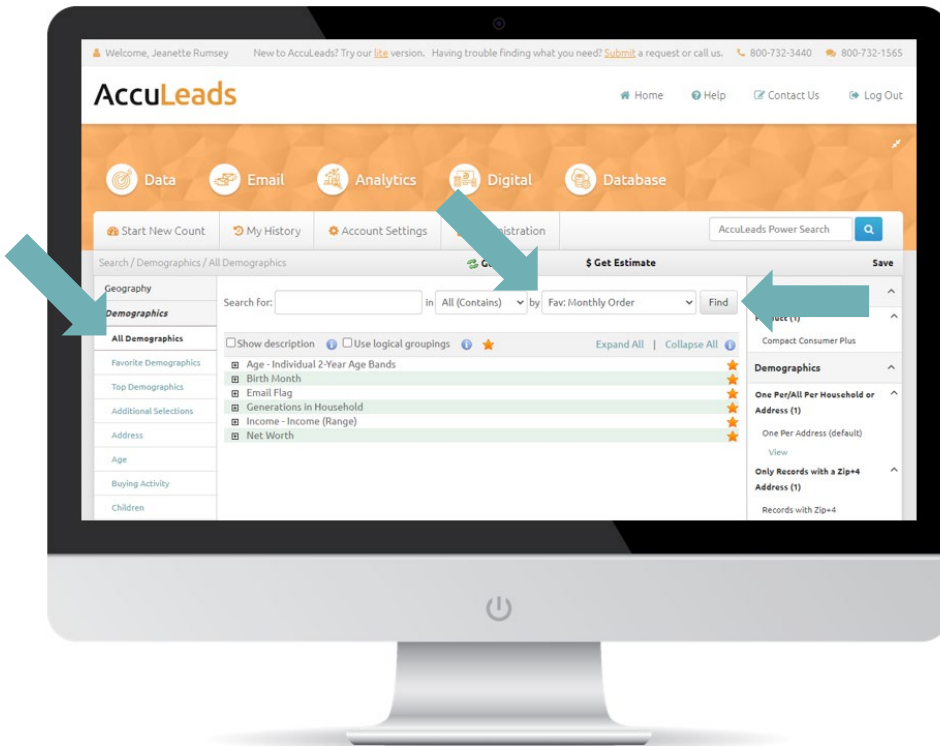
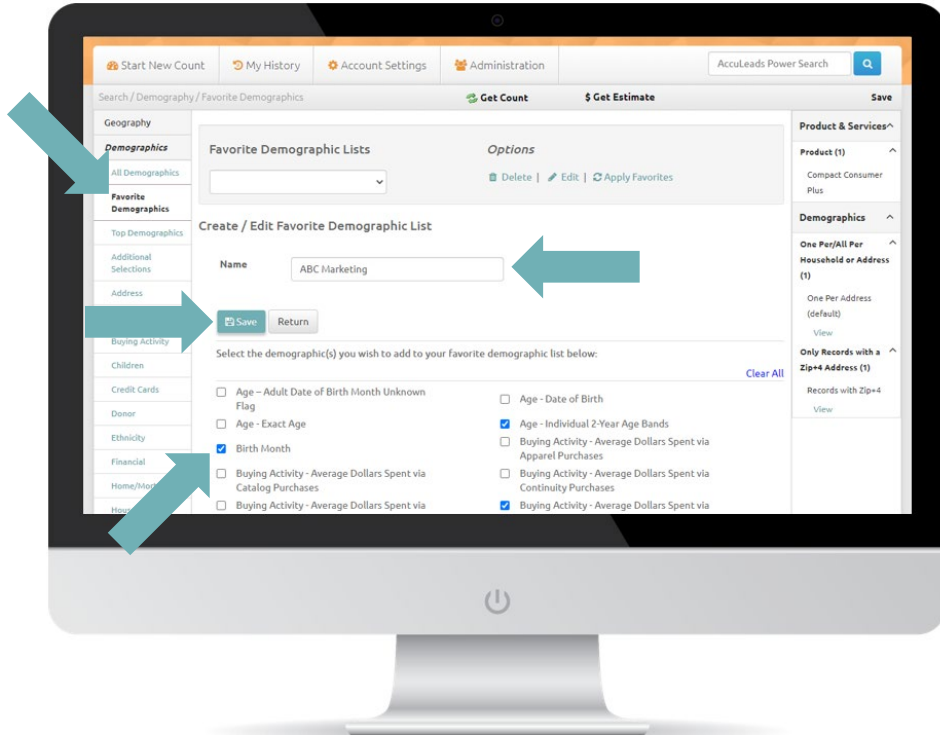
When One Per Owner is selected, AccuLeads will identify one record per owner for the property that meets your geographic and demographic criteria. This option may be selected as a default to eliminate multiple property records for the same owner from being output on your data file. To receive all available records per owner, choose All Records Per Owner. Consider adding the Site Address select on output to understand where the various properties are located.

Utilize Favorite Demographics

AccuLeads' Favorite Demographics feature lets you save the selects that you use the most. You can save selections for a specific client or project to make running counts more efficient. Please note that Favorite Demographics are database-specific and are not applied universally.

- Choose your desired database and start a new count.
- Click "Demographics" in the Left Navigation Panel. The Demographics page will load. The second option under Demographics is Favorite Demographics. Click the link to begin. The Favorite Demographics page will load.
- Enter a name for your list in the "Name" field and then choose the selects that you would like to have included. When you have completed making your selections, click "Save." The saved favorites list will now be visible in the Favorite Demographics Lists drop down menu.
- To apply your favorite demographics, click "All Demographics" in the Left Navigation Panel. You will return to the Demographics page.
- Navigate toward the top of the page to the "Search For" tools. In the "By" field, choose your favorites list from the options displayed. Click the "Find" button to proceed. Your favorite demographics will appear.

Getting Started with AccuLeads



Getting Started with AccuLeads

Advanced Count Features: Logical Groupings and Combine Counts Feature

Logical Groupings

AccuLeads counts are built using an “And” statement. For example, if you are looking for married females in the State of Utah that have children under the age of 6, you will select the following demographic attributes in one of AccuLeads’ consumer databases: States (under Geography), Marital Status, Gender, and Children’s Age Ranges. Upon entering the associated demographic attributes, AccuLeads interprets your request as “State: Utah AND Marital Status: Married AND Gender: Female AND Children’s Age Ranges: less than 6.”

Within certain demographic attributes, like Interests, you will have an option to “Match Any” or “Match All.” Match Any will identify households that meet all of the selected criteria. For example, if you are looking for households that are interested in camping or outdoor activities, you would select Match Any. AccuLeads interprets your request as “Interest: Camping OR Interest: Outdoor Activities.” Conversely, if you are looking for households that are interested in low fat cooking and walking for exercise, you would select Match All. AccuLeads interprets your request as “Interest: Low Fat Cooking AND Exercise: Walking.”

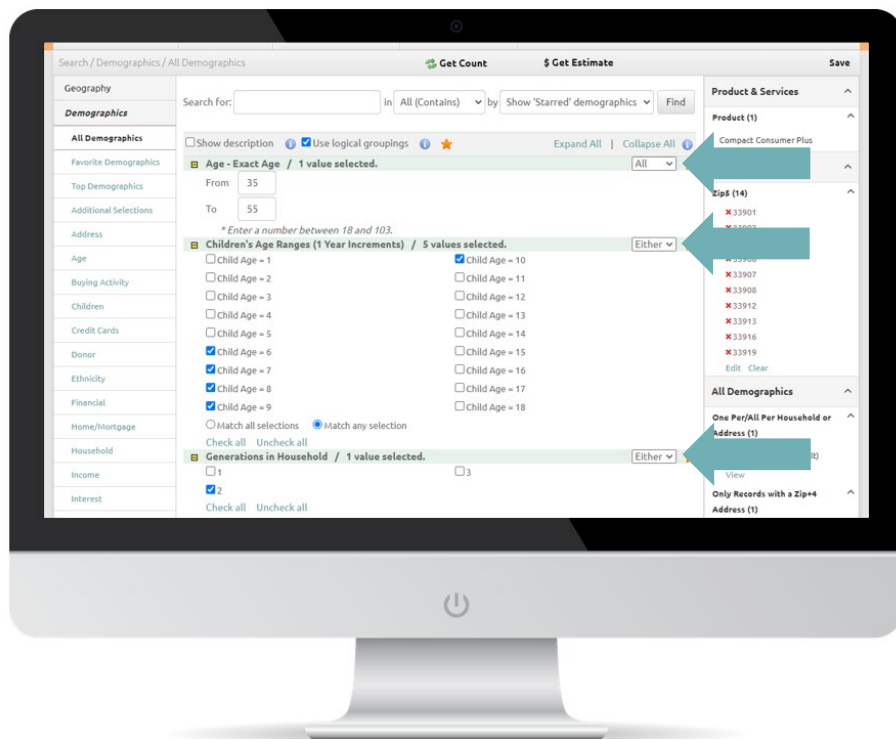
When using a select like Interests with other demographics, AccuLeads still applies “And” statements to your counts. For example, if you are looking for married females in the State of Utah that have children under the age of 6 and like camping or outdoor activities, AccuLeads interprets your request as “State: Utah AND Marital Status: Single AND Gender: Female AND Children’s Age Ranges: less than 6 AND Interest: Camping OR Interest: Outdoor Activities.”

AccuLeads’ Logical Groupings allows you to customize how your count is built using AND/OR statements. For example, if you were looking for consumers ages 25 – 40 that live in Lee County, Florida and make \$50,000 to \$125,000 a year or have a home market value of \$150,000 - \$250,000, you will select the following demographic attributes in one of AccuLeads’ consumer databases: County (under Geography), Adult Age Ranges, Estimated Income, and Home Market Value. Since the age statement applies to all consumers, the Logical Groupings option will be “All.” Since those consumers can qualify based on their income or home market value, the Logical Groupings option for both will be “Either.” AccuLeads interprets your request as “County: Lee, Florida AND Adult Age

Getting Started with AccuLeads

Ranges: 25 – 40 AND Estimated Income: \$50,000 - \$125,000 OR Home Market Value: \$150,000 - \$250,000.”

- To use Logical Groupings, choose your desired database and start a new count. Use the Left Navigation Panel to enter your geography and then click the “Demographics” tab. The Demographics page will load.
- Select the “Use Logical Groupings” option that appears just below the Search tools in the middle of the page. The Demographics page will refresh.
- The available selects will appear in the center of your screen; make your choice(s) from the options available. Mark each demographic select with “All” or “Either” accordingly. Repeat this step as needed.
 - “All” selects carry an “And” statement; “Either” selects carry an “Or” statement.
- Click the “Get Count” link in the top navigation to see how many records are available.



Getting Started with AccuLeads

Combine Counts Feature

Combine Counts, which is found within the My History tab, allows you to combine multiple counts from the same database to remove duplicate records.

- To combine counts, mouse over the My History tab and select the “Combine Counts” option. The Combine Counts page will load.
- Use the “Search By” option to show the counts you can combine. Search options include the number of counts that will be displayed, date ranges, and the AccuLeads product. Click the “Refresh” button to display the available counts.
- Choose from the count IDs in the “Available” column. Select the desired count IDs and then click the “Arrow Controls” to move those counts into the Selected column. You can also drag and drop counts from one column to the other.
- When complete, choose the desired action from the “Merge Options” drop down menu. Available options include:
 - Remove Duplicates Between Counts (Merge/Purge)
 - Remove Duplicates Between Counts and Calculate Subtotals for Each Count (Merge/Purge)
 - Remove Records from the First Count that Exist in Any Other Counts (Purge)
- Click “Combine” to continue. The Combine Count Report page will load. The Combine Count Report will allow you to see how the available records are distributed in your geography.
- Reporting options have been pre-selected for you; however, reports can be customized to meet your needs.
- Scroll to the bottom of the center content and click “Submit Report.”
- After submitting this form, you will receive an email with your report. Your Count Report can also be viewed by directing your mouse to the My History tab at the top of the screen and choosing “My Counts.”

Getting Started with AccuLeads

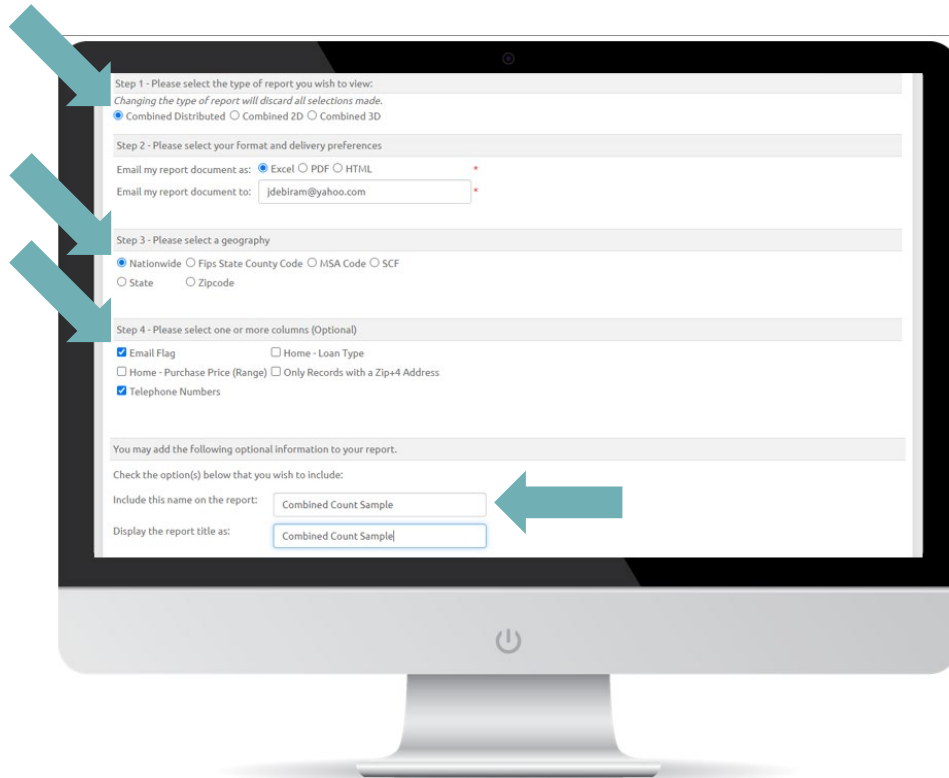


Customizing Your Combined Count Report

You can customize your Combined Count Report by selecting Combined 2D or Combined 3D as the report type in Step 1 of the count report process. A Combined 2D (or two-dimensional) Report will allow you to choose which data attributes to display in your primary and secondary columns. For example, if you select 2-Year Individual Age Bands as your primary column and Gender as your secondary column, you will see how many 18- to 20-year-olds are Female, Male, or Unknown, etc. This would display in place of the standard geographical breakdown.

A Combined 3D (or three-dimensional) Report will allow you to choose a primary, secondary, and tertiary column. For example, if you select geography as your primary column, Marital Status as your secondary column, and Presence of Children as your tertiary column, you will see your geography broken down by Marital Status (Married, Single, or Unknown). Then, for each Marital Status attribute, you will see an additional breakout by Presence of Children (Children Present or Children Absent).

Getting Started with AccuLeads



Step 1 - Please select the type of report you wish to view.
Changing the type of report will discard all selections made.
 Combined Distributed Combined 2D Combined 3D

Step 2 - Please select your format and delivery preferences
Email my report document as: Excel PDF HTML
Email my report document to:

Step 3 - Please select a geography
 Nationwide Fips State County Code MSA Code SCF
 State Zipcode

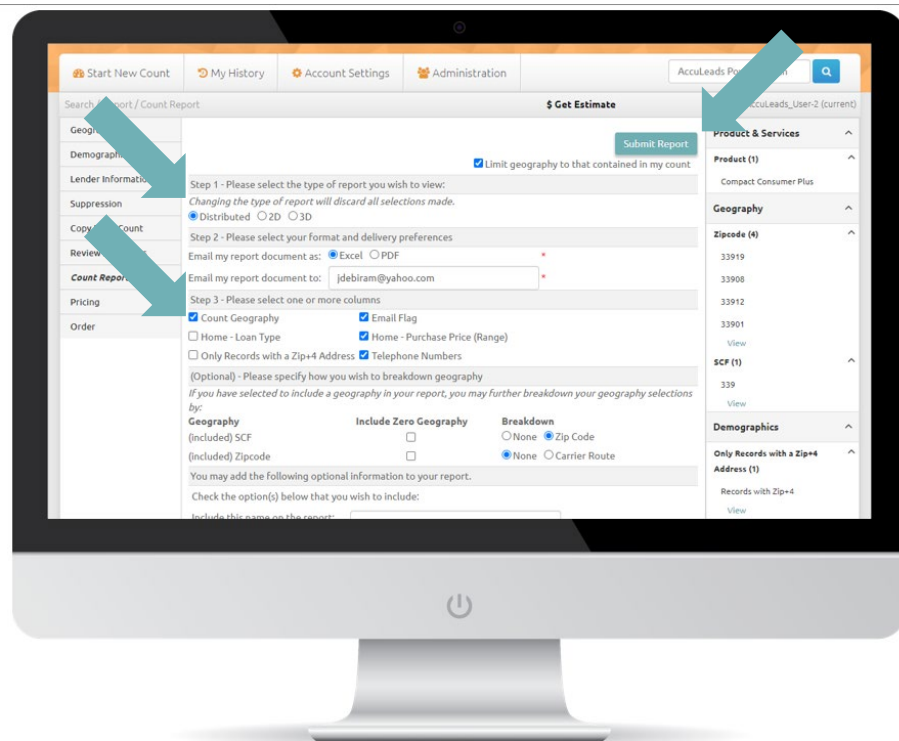
Step 4 - Please select one or more columns (Optional)
 Email Flag Home - Loan Type
 Home - Purchase Price (Range) Only Records with a Zip+4 Address
 Telephone Numbers

You may add the following optional information to your report.
Check the option(s) below that you wish to include:
Include this name on the report:
Display the report title as:

Step Four: Create a Count Report

1. A Count Report will allow you to see how the available records are distributed in your geography.
2. Reporting options have been pre-selected for you; however, reports can be customized to meet your needs.
3. Scroll to the bottom of the center content and click "Submit Report."
4. After submitting this form, you will receive an email with your report. Your Count Report can also be viewed by directing your mouse to the My History tab at the top of the screen and choosing "My Counts."

Getting Started with AccuLeads



Customizing Your Count Reports

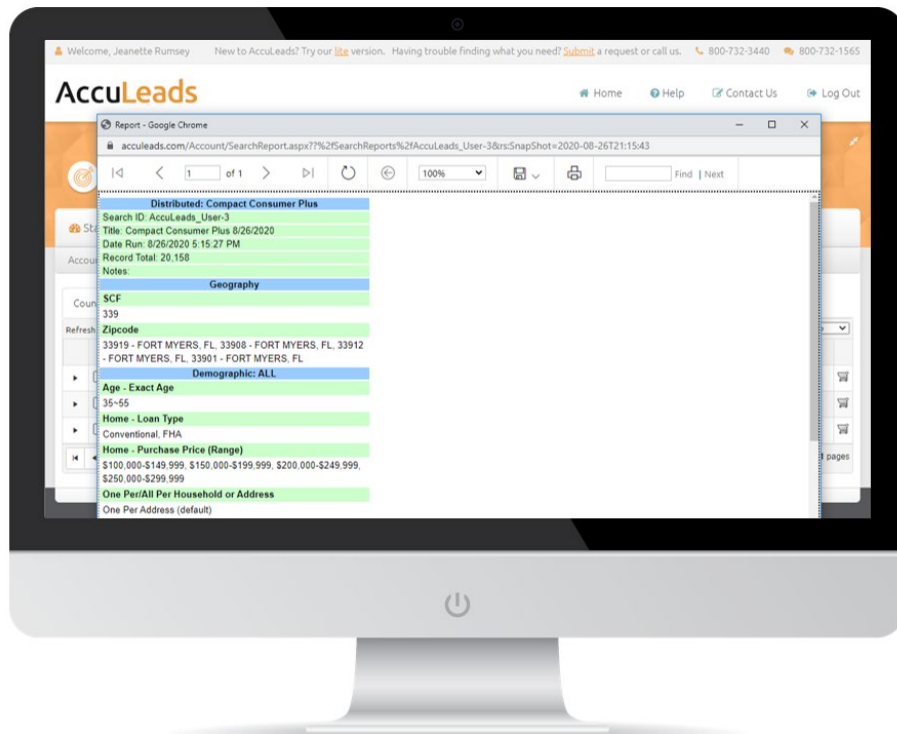
Numerous options exist for customizing your AccuLeads Count Report. All Count Reports default to a distributed view, which allows you to see a breakout of the selected geography by the number of records that exist within. Additional breakouts may be available based on the demographic attributes included in your count.

You can customize your count report by selecting 2D or 3D as the report type in Step 1 of the Count Report process. A 2D (or two-dimensional) report will allow you to choose which data attributes to display in your primary and secondary columns. For example, if you select 2-Year Individual Age Bands as your primary column and Gender as your secondary column, you will see how many 18- to 20-year-olds are Female, Male, or Unknown, etc. This would display in place of the standard geographical breakdown.

A 3D (or three-dimensional) report will allow you to choose a primary, secondary, and tertiary column. For example, if you select geography as your primary column, Marital Status as your secondary column, and Presence of Children as your tertiary column, you will see your geography broken down by Marital Status (Married, Single, or Unknown). Then, for each Marital

Getting Started with AccuLeads

Status attribute, you will see an additional breakout by Presence of Children (Children Present or Children Absent).

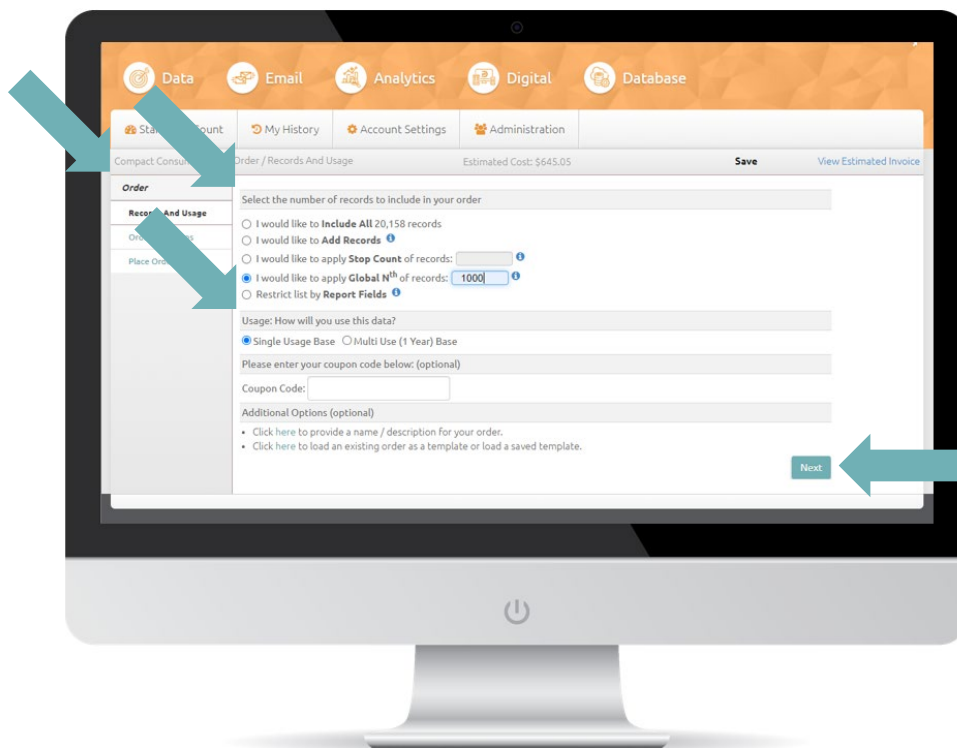


Step Five: Place an Order

1. To place an order from a current count, click the “Order” tab on the bottom of the Left Navigation Panel. To place an order from a previously run count, direct your mouse to the My History tab at the top of the screen and choose “My Counts.” Click on the shopping card icon to begin the order process.
2. Choose the number of records that you will order and then choose the number of times you will use your list. Click “Next” to continue.
3. Choose the type of file that you would like output and the fields that should be included on the file. Selects included in your count will automatically be output on your file. Click “Next” to continue.

Getting Started with AccuLeads

4. The total cost of your order will display at the top of the screen; view the details of your invoice by clicking “View Invoice” in the upper right-hand corner.
5. Enter your payment information; agree to the License Agreement Terms and Conditions and click “Place Order” to proceed.
6. You will receive an email with order details and download instructions. Your order can be downloaded by directing your mouse to the My History tab at the top of the screen and choosing “My Orders.”



Data Usage Options

Data usage options will vary based on the AccuLeads database you have selected. Generally speaking, data is licensed based on the amount of times that you would like to use the information. A Single Use List may be used one time. This means that each record on the data file may be sent one mail piece or email marketing message (when email addresses are available). An Unlimited Use List (which is sometimes referred to as a Multi-Use List) may be used as many times as needed during a one-year time frame. This means that each record on

Getting Started with AccuLeads

the data file can be sent as many mail pieces or email marketing messages (when email addresses are available) as needed for up to 12-months following delivery of the list. Following the allowed allotment of uses, data must be deleted. You may not add these records to your own internal database or Customer Relationship Management (CRM) platform unless the consumer or business that received your mailing becomes a customer.

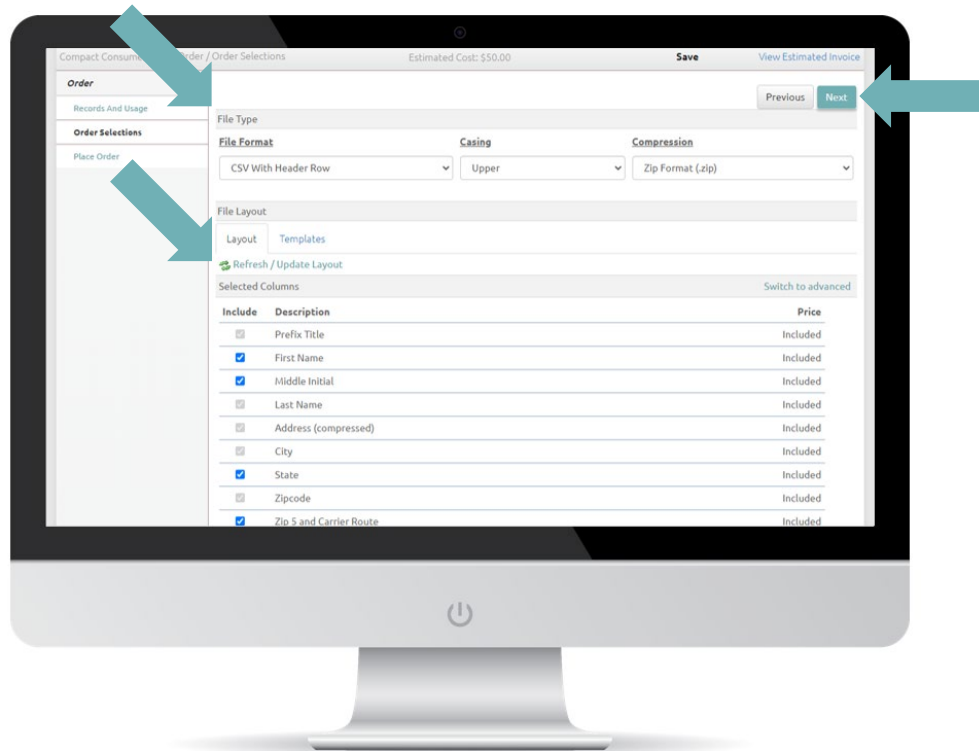
Customize File Layouts and Order Templates

The second page of the AccuLeads order process, the Order Selections page, has tools that allow you to customize your file layout. First, select the type of file format and casing you prefer. AccuLeads defaults to a CSV with header row and upper casing. Next, within the File Layout section, two tabs are available: Layout and Templates.

The Layout tab displays the data fields (or columns) that are included with your order, along with the applicable price. These data fields can be renamed or reordered based on your preference.

- To proceed with customizing your layout, click the “Switch to Advanced” link on the right-hand side of the screen. The page will refresh.
- Each data field will have a Position and Name option that can be changed. Additionally, you can remove fields from the layout by deselecting the blue checkbox.
- To change the order of the data fields, renumber the “Position” boxes accordingly.
- To change the name of the data fields, update the “Name” boxes accordingly.
- You also have the ability to add new columns of data to your layout. Adding data attributes at this stage will not change the total number of records available within your count. These attributes are appended to the end of your file layout on a where-available basis. Please note that additional costs may be incurred.
- Once complete, click the “Refresh/Update Layout” link. The page will refresh and your changes will be visible. Click “Switch to Basic” to return to the simplified layout. Please check changes carefully before proceeding to the next page of the order process.

Getting Started with AccuLeads

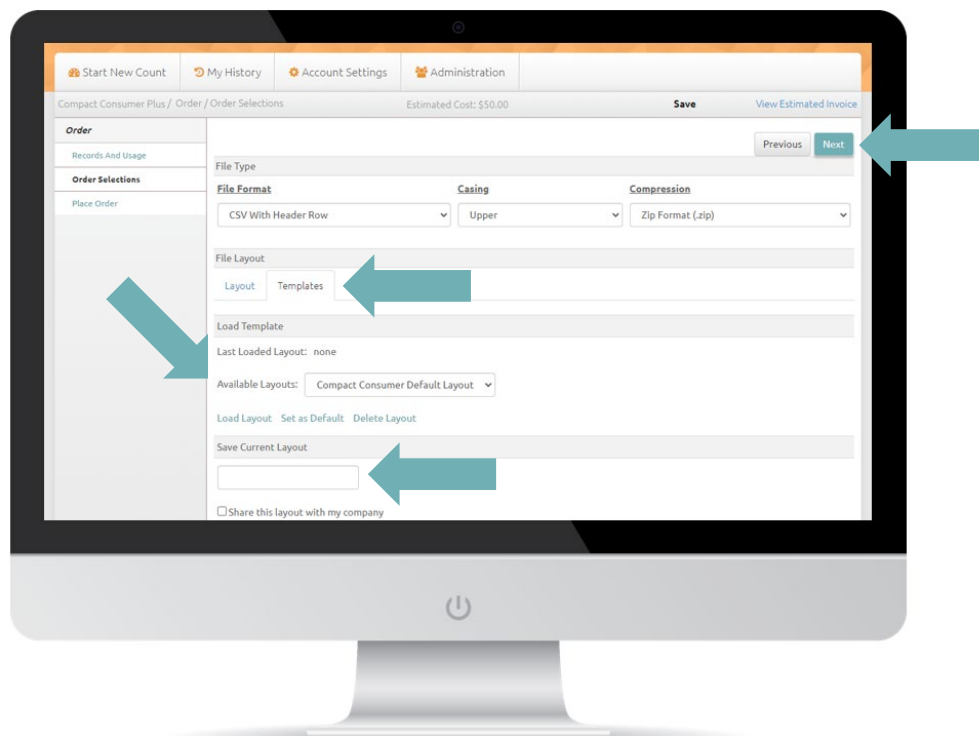


AccuLeads' Templates feature allows you to create customized templates that can be used for specific projects, shared with other members of your team, or even as your own default. Please note that order templates are database specific.

- To create a template, use the “Switch to Advanced” layout feature to create your desired layout. This layout will serve as the basis of your template.
- Once complete, click the “Refresh/Update Layout” link. The page will refresh and your changes will be visible. Click “Switch to Basic” to return to the simplified layout. Please check changes carefully before proceeding to the next step.
- Click the “Templates” tab. The page will refresh.
- In the “Save Current Layout” field, enter the name that you would like to use for this layout. Choose if you would like to share the layout with other members of your company (if applicable) and if you would like the current layout to become your default layout for the selected database, choose “Make this My Default Layout.” Click the “Save Layout” link to proceed.

Getting Started with AccuLeads

- To retrieve a saved template, use the “Available Layouts” menu. Click “Load Layout” to proceed, “Set as Default” to use the template as the default layout for the selected database, or “Delete Layout” to delete the template.
- Click “Next” to continue.



Additional Features and Functionality

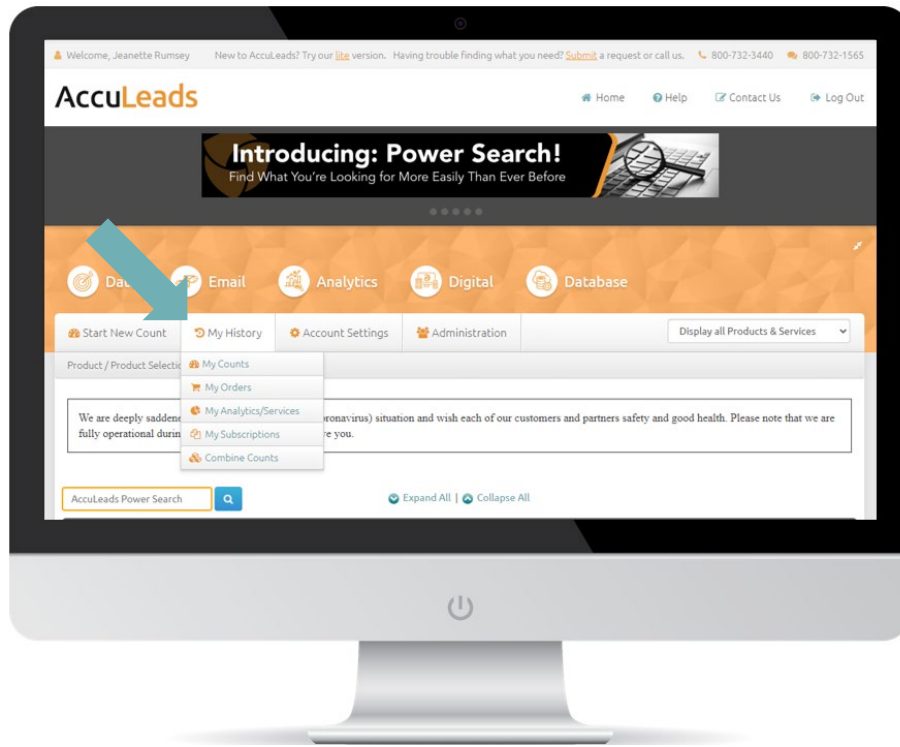
The My History Tab

The My History tab serves as a repository for the work you perform in AccuLeads. Within the My History section, there are five options: My Counts, My Orders, My Analytics/Services, My Subscriptions, and Combine Counts.

Getting Started with AccuLeads

- The **My Counts** option allows you to see all of the counts associated with your user name. Within My Counts, you can sort your count activity, review count attributes, edit counts, initiate orders, and filter count activities.
- The **My Orders** option allows you to see all of the orders associated with your user name. Within My Orders, you can sort your order activity, review order attributes, identify the associate count, download orders, and filter order activities. Please note that AccuLeads orders remain accessible online for 21 days following the date of order.
- The **My Analytics/Services** option allows you to see all of the AccuLeads services, including SnapShot, Response, Client Suppressions, and Data Appends. Choose the appropriate tab for the service you wish to review. Within each service, you can sort service activity, review service attributes, identify service IDs, download associated reports, and filter service activities.
- The **My Subscriptions** option allows you to see Subscriptions that are associated with your user name. Subscriptions are automated orders that can be established for certain databases within AccuLeads. Within My Subscriptions, you can sort your Subscription activity,
- The **Combine Counts** option allows you to combine multiple counts from the same database in order to remove duplicate records. For more information on this feature, please review **Step Three: Target Your Audience**.

Getting Started with AccuLeads



Count and Order Filters

Within the My History tab, you will find a variety of filters to help you search for existing AccuLeads counts, orders, analytics, and other services. The Count and Order Filters are the most commonly used.

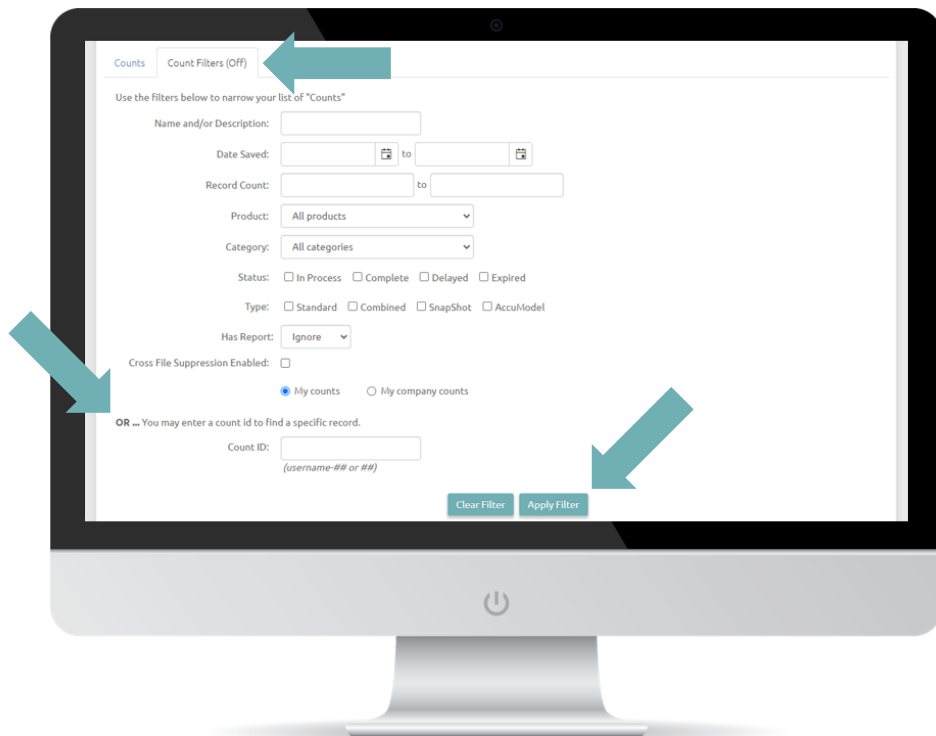
Counts can be filtered based on Name/Description, Date Saved, Record Count, Product, Category, Status, Type, Has Report, and Count ID. Orders can be filtered based on Name/Description, Date Placed, PO Number, Product, Status, and Order ID.

- To use Count Filters, mouse over the My History tab and select “My Counts.” The My Counts page will display.
- There are two tabs at the top of the My Counts page, Counts and Count Filters. When the Count Filters are inactive, the tab will read “Count Filters (Off).” Click the “Count Filters (Off)” tab to begin. The page will refresh.
- Populate the filters that you would like to use to search for your count. Please note that if you are searching by a Count ID, you can search within your counts alone or within your company’s counts (if multiple users are present). This is an essential feature if you

Getting Started with AccuLeads

work in a team environment where having access to another user's counts is required. Click "Apply Filter" to continue.

- The relevant results will display within the Counts tab. Please note that since the Count Filter is active, the second tab now reads "Count Filters (On)".



AccuLeads' Order Filters work in the same manner as the Count Filters. Orders can be filtered based on Order ID, Order Name, Product, Records, Date Placed, and Status.

- To use Order Filters, mouse over the My History tab and select "My Orders." The My Orders page will display.
- There are two tabs at the top of the My Orders page, Orders and Order Filters. When the Order Filters are inactive, the tab will read "Order Filters (Off)." Click the "Order Filters (Off)" tab to begin. The page will refresh.
- Populate the filters that you would like to use to search for your order. Please note that if you are searching by an Order ID, you can search within your orders alone or within

Getting Started with AccuLeads

your company's orders (if multiple users are present). This is an essential feature if you work in a team environment where having access to another user's orders is required. Click "Apply Filter" to continue.

- The relevant results will display within the Orders tab. Please note that since the Order Filter is active, the second tab now reads "Order Filters (On)".

The Account Settings Tab

Within the Account Settings tab, you have access to four options related to your AccuLeads account: Account Information, Account Security, Account Preferences, and Account Credit Cards.

- The **Account Information** tab allows you to update your contact details.
- The **Account Security** tab allows you to update your password and establish a secret question that can be used to help validate your identity should you need to reset your password in the future.
- The **Account Preferences** tab will help you to customize your experience with AccuLeads with the ability to turn specific features on or off.
- The **Account Credit Cards** tab allows you to store credit card payment details for ease of future orders.

The Administration Tab

AccuLeads features administrative functionality for companies that have multiple AccuLeads users. An assigned account administrator can access these admin-level functions upon logging into AccuLeads and clicking the Administration tab at the top of the homepage.

From the Administration page, a new user can be added by clicking the Add New User link. Existing users can be searched and sorted according to your desired view. To search, enter the user's first name, last name, or user name and click Find User to continue. To sort user fields, simply click on the desired field name. Sort options include User ID, First Name, Last Name, and User Name. Click the pencil icon to edit the user or the delete icon to deactivate the user. Editing options include the ability to update a user's contact details and password.

Please note that the Company Preferences tab allows the account administrator to establish a BCC email for all counts that are run on AccuLeads.

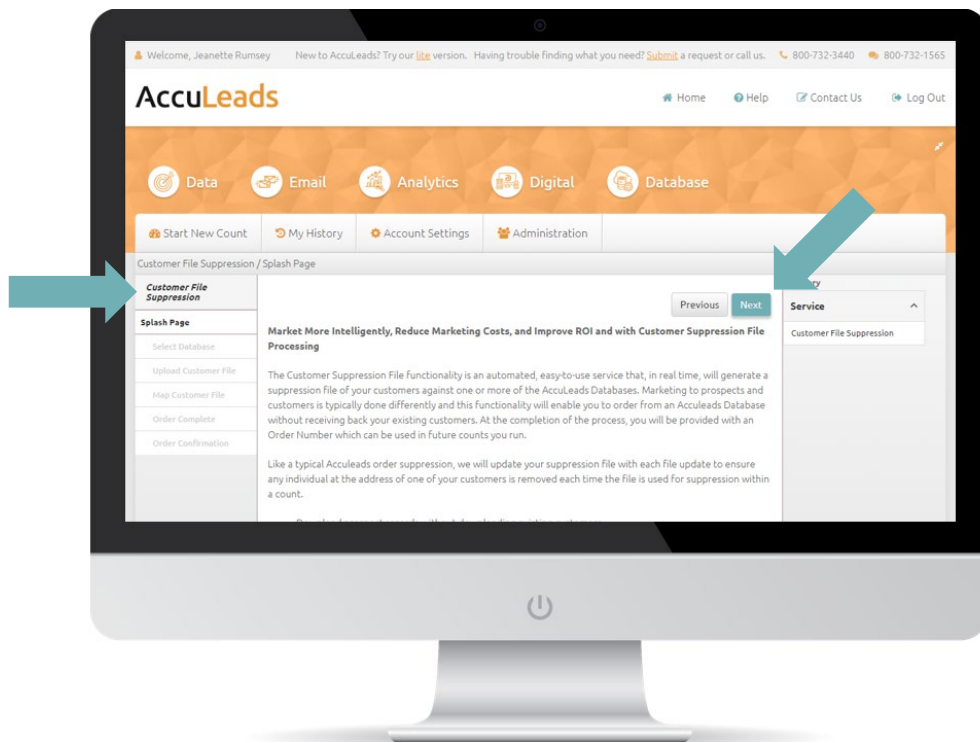
Customer File Suppression

Within the Data Services Portal of AccuLeads, you have access to Customer File Suppression. This service allows you to upload your loyalty database into AccuLeads for the purpose of suppressing the consumers (or businesses) within from prospect lists orders. Please note that there may be additional fees for Client File Suppression processing. Contact your AccuData Account Representative for additional detail.

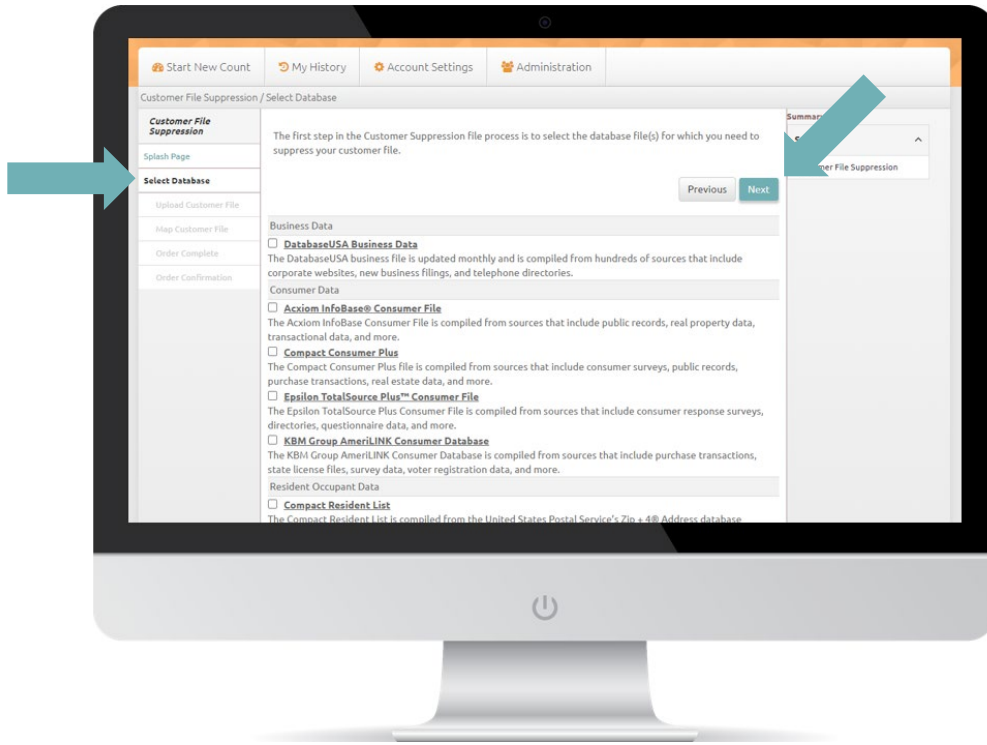
- To create a Customer File Suppression, navigate to the “Data Services Portal” at the bottom of the AccuLeads’ homepage. Click “Start Search” to begin.
- The Customer File Suppression information page will load. Here, you can read additional information about Customer File Suppression in the AccuLeads environment. Click “Next” to continue.
- Choose the AccuLeads database against which you will be suppressing your client file. For example, if you are using Compact Consumer PLUS for your counts and orders, you will want to enable your input file for suppression against this database. Click “Next” to continue.
- The Upload Customer File page loads. Here, you will have access to tips on how to format your file to ensure the best possible match rate. Once your file is formatted accordingly, mark if your file contains a header row and then click “Select” to navigate to the location of your file. Once added to AccuLeads, the name of your input file will display in the upload field. Click “Upload” to continue.
- Once your file has been uploaded, you will see the name of your file and the number of records within the Right Navigation Panel. In the event that you have uploaded the incorrect file, click the “Change to New Client File” button to begin the upload process again. Otherwise, click “Next” to continue.
- The Map Customer File page loads. Here, you will match the column headers on your input file to the fields that AccuLeads requires. AccuLeads will attempt to match these fields where possible. To map a field on your input file to the AccuLeads layout, click the drop-down menu and choose accordingly.
- Once all required fields are mapped, click the “New Mapped Records” link to ensure that all columns of data are aligned accordingly. Click “Next” to continue.

Getting Started with AccuLeads

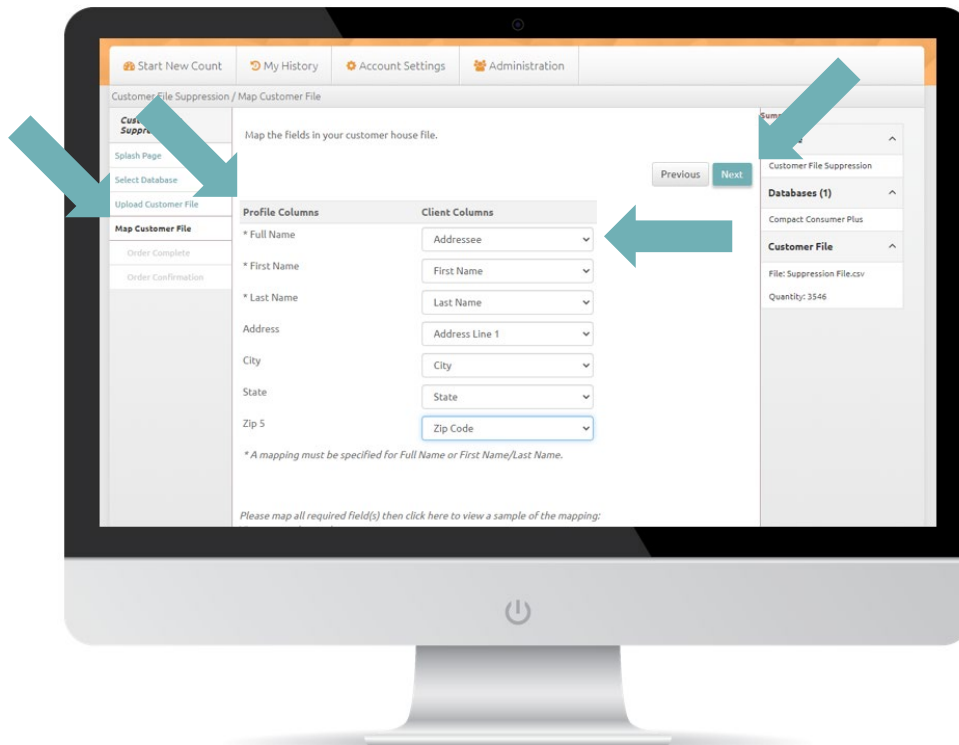
- Click “Place Order” to finalize the Client File Suppression process. Once your input file has been transformed for suppression, you will receive an Order ID that you can apply within the identified database. You can find your suppression Order ID by choosing “My Analytics/Services” from the My History menu. Choose the “Customer Suppression” tab to proceed.



Getting Started with AccuLeads



Getting Started with AccuLeads



Data Enhancement

Consumer and Business Data Enhancement

Within the Data Services Portal of AccuLeads, you also have access to Data Enhancement. Data Enhancement allows you to add valuable demographic or firmographic intelligence to your loyalty database. For the best match rate, please upload a clean data file. The more accurate and current your data, the better (and higher) match rate you can expect. To discuss any data quality concerns prior to beginning Data Enhancement, please contact your Account Representative.

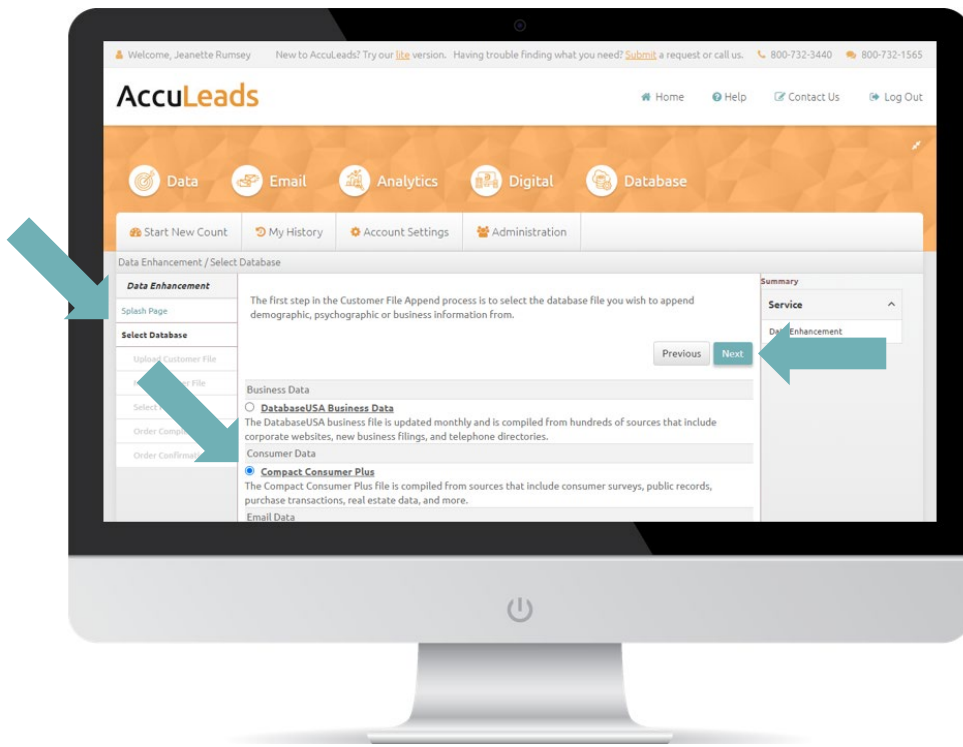
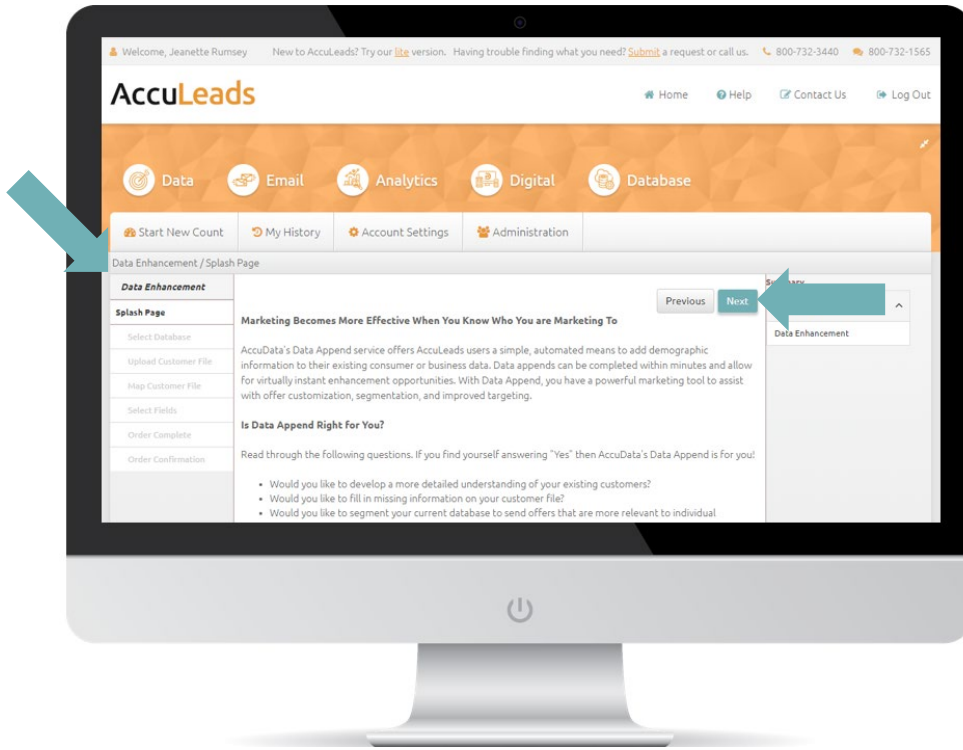
Required Input Fields for Consumer Append: Individual Name or First Name and Last Name, Address, City, State, and Zip Code

Required Input Fields for Business Append: Company Name, Address, City, State, Zip Code, and Phone (optional)

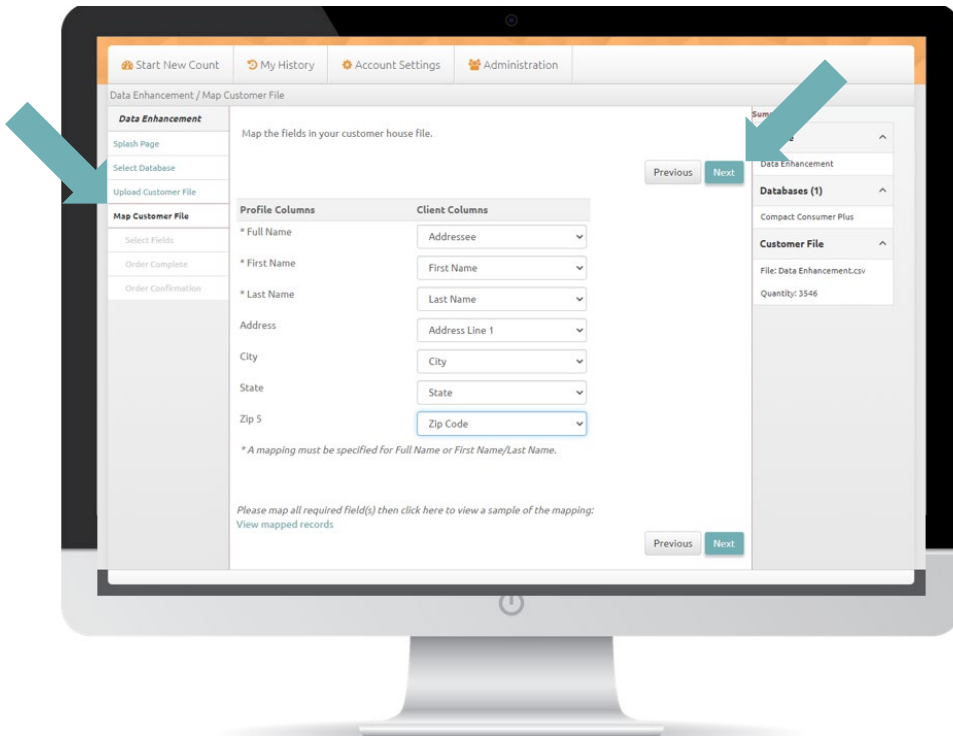
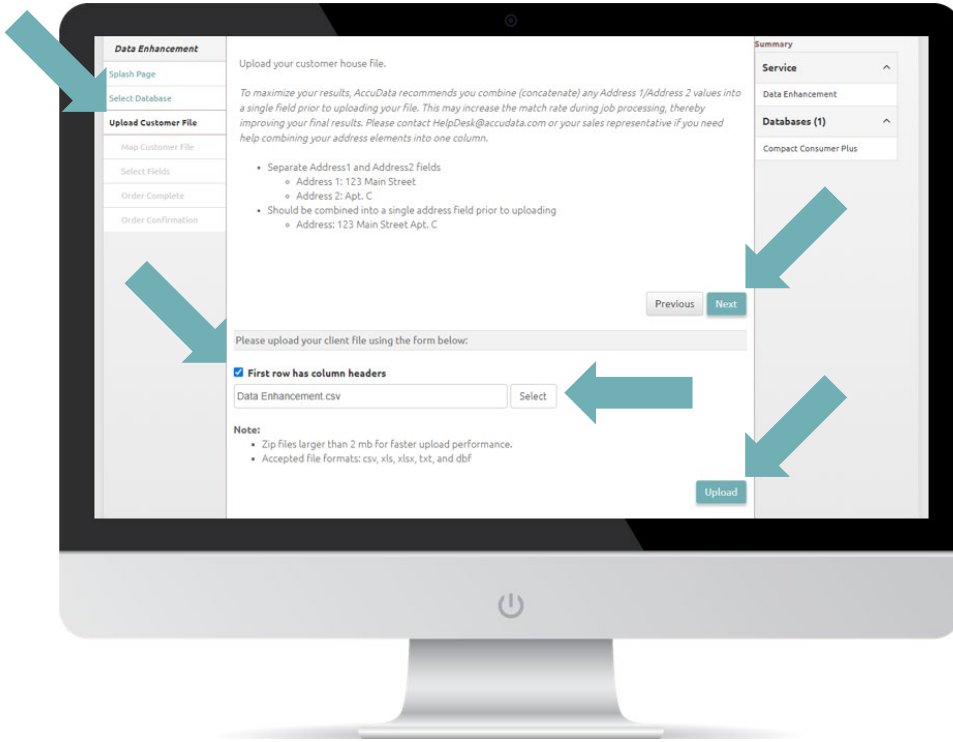
Getting Started with AccuLeads

- To begin a Data Enhancement, navigate to the “Data Services Portal” at the bottom of the AccuLeads’ homepage. Click “Start Search” to begin.
- The Data Enhancement information page will load. Here, you can read additional information about data enhancement in the AccuLeads environment. Click “Next” to continue.
- Choose the AccuLeads database that you will use for your data append. If your client file includes businesses, select “DatabaseUSA Business Data.” If your client file includes consumers, select “Compact Consumer PLUS.” Click “Next” to continue.
- The Upload Customer File page loads. Here, you will have access to tips on how to format your file to ensure the best possible match rate. Once your file is formatted accordingly, mark if your file contains a header row and then click “Select” to navigate to the location of your file. Once added to AccuLeads, the name of your input file will display in the upload field. Click “Upload” to continue.
- Once your file has been uploaded, you will see the name of your file and the number of records within the Right Navigation Panel. In the event that you have uploaded the incorrect file, click the “Change to New Client File” button to begin the upload process again. Otherwise, click “Next” to continue.
- The Map Customer File page loads. Here, you will match the column headers on your input file to the fields that AccuLeads requires. AccuLeads will attempt to match these fields where possible. To map a field on your input file to the AccuLeads layout, click the drop-down menu and choose accordingly.
- Once all required fields are mapped, click the “View Mapped Records” link to ensure that all columns of data are aligned accordingly. Click “Next” to continue.
- For business and consumer Data Enhancement, the Select Fields page loads. First, select the type of file format and casing you prefer. AccuLeads defaults to a CSV with header row and upper casing. Next, select the data attributes you want to have appended to your file by marketing the corresponding checkbox. Mark as many attributes are needed to assist your marketing efforts. Click “Next” to continue.
- Click “Place Order” to finalize the Data Enhancement process. Once the selected data attributes have been appended to your input file, you will receive a notification to download your file. You can find the file by choosing “My Analytics/Services” from the My History menu. Choose the “Data Append” tab to proceed.

Getting Started with AccuLeads



Getting Started with AccuLeads



Getting Started with AccuLeads

Email Append

An additional Data Enhancement service available on AccuLeads is AccuData's multiple-pass Email Append. This comprehensive process utilizes multiple leading email datasets to append consumer email addresses to your loyalty file. As with any append process, the more accurate and current your data, the better (and higher) match rate you can expect. To discuss any data quality concerns prior to beginning an Email Append, please contact your Account Representative.

Required Input Fields: Individual Name or First Name and Last Name, Address, City, State, and Zip Code

- To begin an Email Append, navigate to the "Data Services Portal" at the bottom of the AccuLeads' homepage. Click "Start Search" to begin.
- The Data Enhancement information page will load. Here, you can read additional information about data enhancement in the AccuLeads environment. Click "Next" to continue.
- Choose "Email Append" from the list of available options. Click "Next" to continue.
- The Append Settings page loads. Choose from the following available options to customize your Email Append: Type, File Format, and Casing. Email Append Type definitions are provided below. Click "Next" to continue.
- The Upload Customer File page loads. Here, you will have access to tips on how to format your file to ensure the best possible match rate. Once your file is formatted accordingly, mark if your file contains a header row and then click "Select" to navigate to the location of your file. Once added to AccuLeads, the name of your input file will display in the upload field. Click "Upload" to continue.
- Once your file has been uploaded, you will see the name of your file and the number of records within the Right Navigation Panel. In the event that you have uploaded the incorrect file, click the "Change to New Client File" button to begin the upload process again. Otherwise, click "Next" to continue.
- The Map Customer File page loads. Here, you will match the column headers on your input file to the fields that AccuLeads requires. AccuLeads will attempt to match these fields where possible. To map a field on your input file to the AccuLeads layout, click the drop-down menu and choose accordingly.

Getting Started with AccuLeads

- Once all required fields are mapped, click the “New Mapped Records” link to ensure that all columns of data are aligned accordingly. Click “Next” to continue.
- Click “Place Order” to finalize the Email Append process. Once the selected email addresses have been appended to your input file, you will receive a notification to download your file. You can find the file by choosing “My Analytics/Services” from the My History menu. Choose the “Data Append” tab to proceed.

Email Append Settings

Email Append Type

AccuLeads’ Email Append offers three match types: Individual, Household, and Household Premier.

Individual-Level Append

An individual-level Email Append occurs when the first name, last name, and postal address of a consumer on the input file matches the first name, last name, and postal address of a consumer record from an opt-in email database.

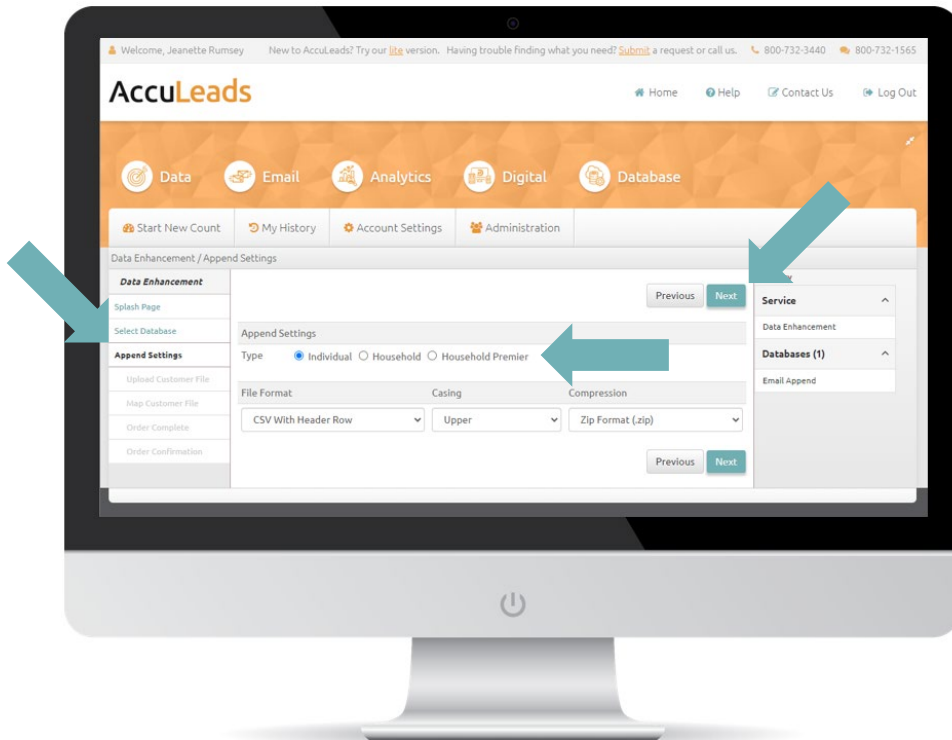
Household-Level Append

A household-level Email Append occurs when the last name and postal address of a consumer on the input file matches the last name and postal address of a consumer record from an opt-in email database. Household-level matches may include any consumer at the provided postal address with the same last name.

Household Premier Append

AccuLeads’ Household Premier Email Append attempts to make an individual-level match first and where a match cannot be made, then a household-level match.

Getting Started with AccuLeads



Data Analytics

AccuLeads is one of the only leading online marketing data platforms that includes automated descriptive and predictive data analytics.

SnapShot Descriptive Profile

Statistically profile your best customers in an automated process that matches your loyalty list against a national compiled database to create a market penetration analysis. The resulting report highlights how your customers differ from those in the marketing universe. SnapShot then applies the intelligence of the penetration analysis to your target market to create a custom lookalike audience of prospects that resemble your best customers.

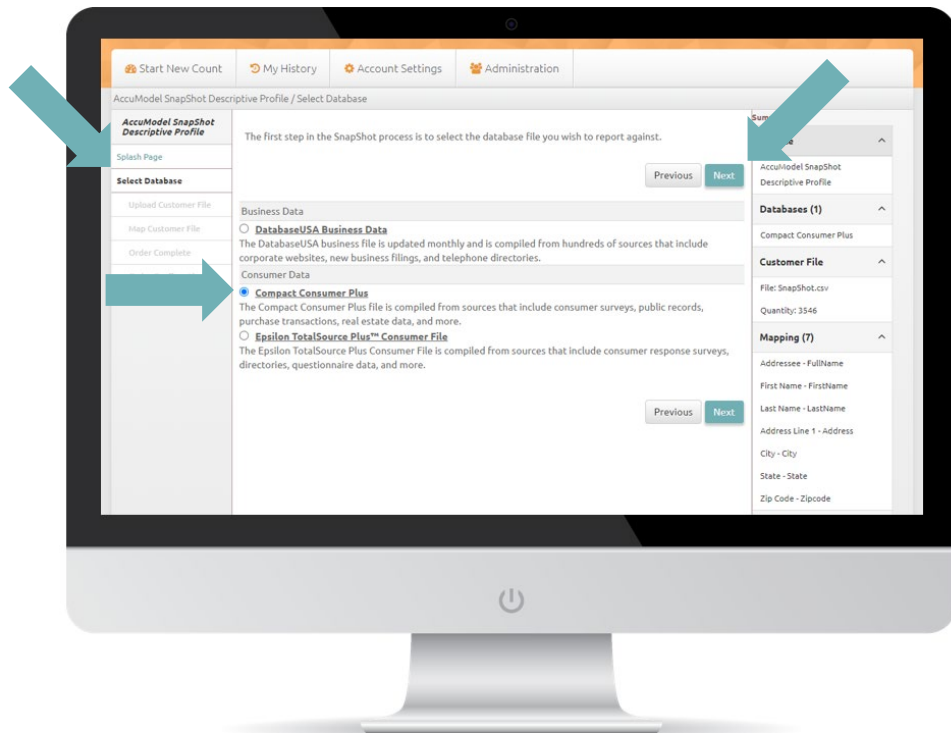
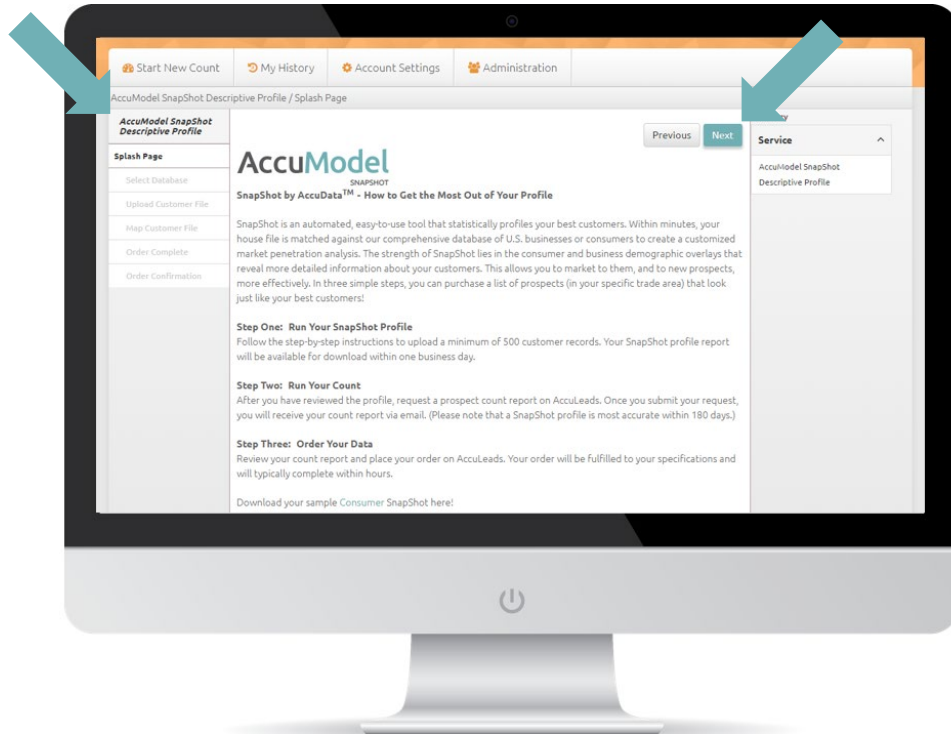
Required Input Fields for Consumer SnapShot: Individual Name or First Name and Last Name, Address, City, State, and Zip Code

Getting Started with AccuLeads

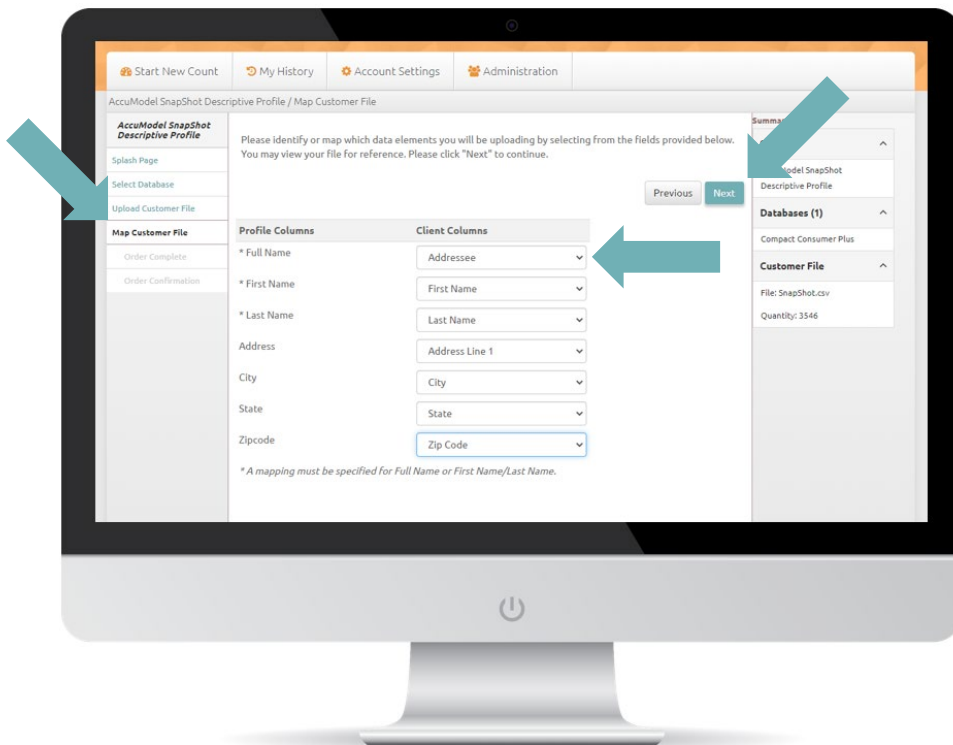
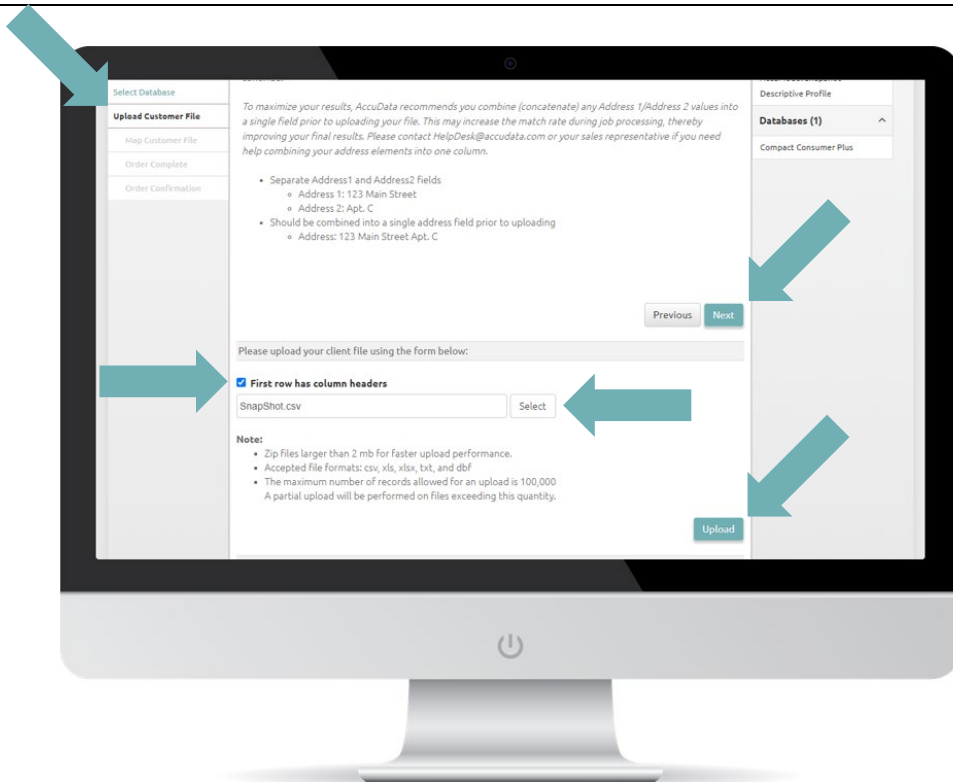
Required Input Fields for Business SnapShot: Company Name, Address, City, State, Zip Code, and Phone (optional)

- To begin a SnapShot Descriptive Profile, navigate to the “Data Analytics” section at the bottom of the AccuLeads’ homepage. Click “Start Search” to begin.
- The SnapShot information page will load. Here, you can read additional information about the SnapShot process. Click “Next” to continue.
- Choose the AccuLeads database that you will use for your SnapShot. If your client file includes businesses, select “DatabaseUSA Business Data.” If your client file includes consumers, select “Compact Consumer PLUS” or “Epsilon TotalSource Plus Consumer File.” Click “Next” to continue.
- The Upload Customer File page loads. Here, you will have access to tips on how to format your file to ensure the best possible match rate. Once your file is formatted accordingly, mark if your file contains a header row and then click “Select” to navigate to the location of your file. Once added to AccuLeads, the name of your input file will display in the upload field. Click “Upload” to continue.
- Once your file has been uploaded, you will see the name of your file and the number of records within the Right Navigation Panel. In the event that you have uploaded the incorrect file, click the “Change to New Client File” button to begin the upload process again. Otherwise, click “Next” to continue.
- The Map Customer File page loads. Here, you will match the column headers on your input file to the fields that AccuLeads requires. AccuLeads will attempt to match these fields where possible. To map a field on your input file to the AccuLeads layout, click the drop-down menu and choose accordingly.
- Once all required fields are mapped, click the “New Mapped Records” link to ensure that all columns of data are aligned accordingly. Click “Next” to continue.
- Click “Place Order” to finalize the SnapShot creation process. Once the profile report has been created, you will receive a notification to download your report. You can find the file by choosing “My Analytics/Services” from the My History menu. Choose the “SnapShot” tab to proceed.

Getting Started with AccuLeads



Getting Started with AccuLeads



Getting Started with AccuLeads

Response Predictive Model

Quickly focus your marketing efforts on the prospects with the greatest probability to complete a desired action. AccuModel Response applies statistical modeling techniques to compare two groups of customer data (such as buyers and non-buyers) to identify their demographic differences, which are shared in a detailed report. Response then applies the algorithm to your target market to create a custom prospect audience most likely to buy, respond, or donate.

Required Input Fields: Individual Name or First Name and Last Name, Address, City, State, Zip Code, and Response Indicator.

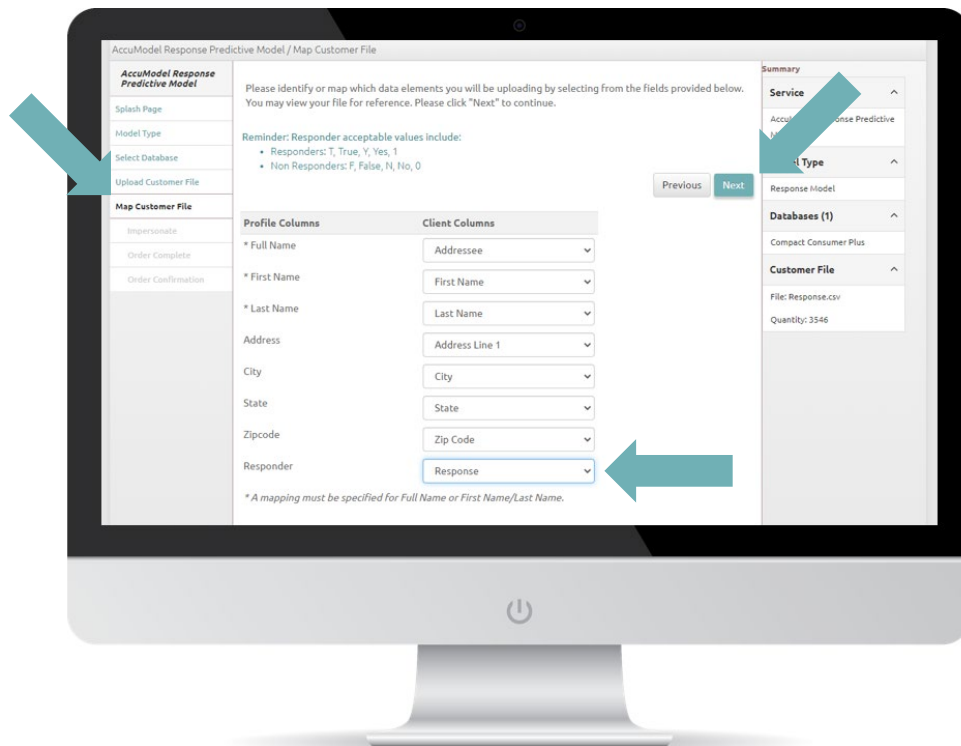
The Response Indicator is a column of data on your input file that provides us with an indication of which of your current customers completed the desired action after having been marketed to. Positive responses can be indicated with a Y, T, or 1. Negative responses can be indicated with a N, F, or 0.

Please note that the Response upload process is identical to that of the SnapShot process.

- To begin a Response model, navigate to the “Data Analytics” section at the bottom of the AccuLeads’ homepage. Click “Start Search” to begin.
- The Response information page will load. Here, you can read additional information about the Response model process. Click “Next” to continue.
- The Upload Customer File page loads. Here, you will have access to tips on how to format your file to ensure the best possible match rate. Once your file is formatted accordingly, mark if your file contains a header row and then click “Select” to navigate to the location of your file. Once added to AccuLeads, the name of your input file will display in the upload field. Click “Upload” to continue.
- Once your file has been uploaded, you will see the name of your file and the number of records within the Right Navigation Panel. In the event that you have uploaded the incorrect file, click the “Change to New Client File” button to begin the upload process again. Otherwise, click “Next” to continue.
- The Map Customer File page loads. Here, you will match the column headers on your input file to the fields that AccuLeads requires. AccuLeads will attempt to match these fields where possible. To map a field on your input file to the AccuLeads layout, click the drop-down menu and choose accordingly.

Getting Started with AccuLeads

- Once all required fields are mapped, click the “New Mapped Records” link to ensure that all columns of data are aligned accordingly. Click “Next” to continue.
- Click “Place Order” to finalize the Response model creation process. Once the model and corresponding report have been created, you will receive a notification to download your report. You can find the file by choosing “My Analytics/Services” from the My History menu. Choose the “AccuModel” tab to proceed.



Subscriptions

AccuLeads features a collection of targeted databases, which are often referred to as “Hotline Files.” These databases target specific subsets of consumers, like new homeowners and new movers, and update more frequently than the traditional compiled files. Marketers that rely on a steady flow of prospects from these list sources have the ability to set up Subscriptions.

Getting Started with AccuLeads

Subscriptions are automated orders that allow you to have new data delivered without interfacing with AccuLeads after the initial Subscription is established.

To learn more about Subscriptions, please request a copy of our Subscription User Guide from your AccuData Sales Representative.

AccuLeads Lite

Some users may prefer the wizard-like environment of AccuLeads Lite which is accessed via <http://www.lite.acculeads.com>. AccuLeads Lite offers Resident/Occupant, Consumer, and Business database options and features the most commonly requested geographical and demographic selects. Users are taken through the count and order process via an interface that follows a simplified step-by-step workflow.

AccuLeads Support

For assistance choosing the best database for your needs or for product-specific questions, please contact your Account Representative by dialing 800-732-3440. For technical support, please contact the AccuLeads HelpDesk by dialing 800-732-7565.