

## Getting Started with AccuLeads

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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.

### Step One: Make Your Database Selection

- Log in at [www.acculeads.com](http://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.
- Click on the Database logo or name to begin your count; this will bring you to the geography selection page.
- 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.

### Step Two: Choose Your Market Area

- Enter the zip codes that you want to target by clicking the first field of the table below.
- Use the tab key to enter multiple zip codes; each zip code will go into a different cell.
- Please note that additional Geography options are available on the left navigation. AccuLeads also supports the upload of geographic elements.
- Click the "Get Count Total" link in the top navigation to see how many records are available.

### Step Three: Target Your Audience

- On the left navigation, click the "Demographics" tab to choose selects (for example age, income, or sales volume) to further target your count.
- The available selects will appear in the center of your screen, make your choice(s) from the options available. Repeat this step as needed.
- 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.
- Click the "Get Count Total" link in the top navigation to see how many records are available.
- 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.

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### Step Four: Create a Count Report

- A 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.”

### Step Five: Place an Order

- To place an order from a current count, click the “Order” tab on the bottom of the left navigation. 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.
- 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.
- 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.
- 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.
- Enter your payment information; agree to License Agreement Terms and Conditions, and click “Place Order” to proceed.
- 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.”

### 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 a Resident/Occupant, Consumer, and Business Database option 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.