INFINITE SOLUTIONS

ACCURATE TRUSTED AFFORDABLE

Redi-Data
A Redi-Direct Company
email is an extremely effective way to reach out to new customers and increase your conversion rates?

According to the Direct Marketing Association (DMA), email marketing can generate an average ROI of over $40 per dollar spent. However, without a trusted and experienced partner, you not only risk irritating potential new customers, but could also jeopardize your reputation.

To create and deliver the messages that capture the attention of your audience, you need data that’s detailed, accurate, and above all... trusted.
We combine years of marketing experience, dedicated and highly trained account reps, professional technical and data support with meticulous data hygiene processes. With a wealth of targeted selects at your disposal, it’s easy to identify your perfect audience with the precision that will improve your response rates, increase sales opportunities and lower the cost of your important communications.

Updated weekly, permission passed and CAN-SPAM compliant, our lists are multi-sourced and verified by many different data sources. All opt-outs and bounces are removed within 1 hour of campaign deployment.
BIGGER AND BETTER

BEST-IN-CLASS HEALTHCARE PROFESSIONALS EMAIL LISTS

Cost-effectively break through to your target audience with the largest and most reliable email lists in the healthcare industry. As an official licensee of the AMA* and ADA*, Redi-Data’s lists are the most robust, accurate and up-to-date lists of healthcare professionals. 100% multi-channel with matching postal addresses and phone numbers.**

Over 1.1 Million Physicians
Over 74,000 Dentists
Over 101,000 NPs
Over 62,000 PAs

Over 800,000 Nurses
Thousands of Oncology Nurses
Over 100,000 Pharmacists
Thousands of Diabetes Educators

* Email addresses are not AMA-PPD or ADA data
** Where available

REDI-CONSUMER EMAIL LISTS

Select highly detailed consumer profile criteria from over 70 million permissioned, CAN-SPAM compliant addresses and pinpoint your best prospects by hundreds of variables.

- Demographic Groups
- Occupations
- Geography
- Household Income
- Residential Status
- Hundreds More

THE BEST CONSUMER AILMENT DATA IS REDI

Over 12 Million Email Records

Our Consumer Ailment List provides excellent data regarding those actively seeking more information for specific ailments and diseases from the most common conditions to hard-to-find illnesses. This is an ideal file for marketers of pharmaceutical and OTC remedies, distributors of medical devices, hospitals and physicians.

REDI-BUSINESS EMAIL LISTS

Reach over 5 million businesses and 15 million business contacts with permission-based emails. Target using SIC codes, job titles, geography, age, gender and more.

SUPPORT SALES THROUGH MULTIPLE CHANNELS

Each record contains email, postal, and demographic data, as well as phone information.**
Combine industry-best email lists with Redi-Data’s sophisticated email deployment platforms so your message will be delivered the most accurate and affordable way.

LAUNCH EMAIL CAMPAIGNS THAT GET DELIVERED

REDI-DATA’S EMAIL DEPLOYMENT INCLUDES

Technology
On-premise servers, software and database management can deliver campaigns powerful enough to reach millions, yet customizable for every individual with variable images, headlines, content, offers and more.

Expertise
Experience in campaign strategy, anti-spam procedures, quality assurance, reputation monitoring and the industry’s best practices for email deployment that produce superior results.

Tracking and Reporting
Best-in-class analytics measure open rates, bounce-backs, click-throughs, conversions and more – sophisticated metrics that empower you to constantly refine your strategy and improve your ROI.

Data Management
Lead generation, data hygiene and database building that leverages the power of customer intelligence and carries over into your company-wide marketing efforts.
Why Choose Us?

Commitment to Quality
All our databases feature in-depth record profiles, are multi-sourced and verified, multi-channel and are updated daily for maximum deliverability.

Trusted Sources
As an official licensee of industry leading sources, such as the AMA, ADA and AOA, we deliver postal lists from the top authorities in doctor information.

Best Value
With in-house capabilities, we offer a complete range of data services that can be customized to fit your specific business needs.

Industry Expertise
We have over 20 years’ experience in the life sciences, pharmaceutical, CME/CE and specialty markets.

Knowledgeable Support
Our data professionals will help you develop a marketing strategy that turns the best data into real results.

Without the Right Partner, You’re Not Redi

There is no need to go it alone. An effective marketing solution requires sourcing quality email data and effective deployment. Redi-Data is an industry-leading provider of both. We offer the experience, service and technology required to ensure a successful campaign.

www.redidata.com

The Most ACCURATE Lists
The Most TRUSTED Sources
The Most AFFORDABLE Solutions