

# Redi-Connect®

## Instantly Learn More About Your Leads

Redi-Connect® is Redi-Data's powerful, real-time lead verification and data enhancement solution that immediately puts customer intelligence into your hands. It identifies your caller or website visitor and gives you the opportunity to learn about potential and existing customers so that you can develop the right message at the right time. This intelligence all adds up to greater marketing capabilities.

## You Supply One Detail, We Verify the Leads

Redi-Connect can provide so much... with so little. We deliver name and address data or more detailed demographic, ethnicity, lifestyle and econometric characteristics to your call center or web platform with as little information as a phone number, address or email address. That's real-time data intelligence!



## Verify Physician Information STAT

Since provider information is constantly changing, we developed another real-time solution. Redi-Data's Physician Verification is a web service that allows clients access to an up-to-date, full prescriber database without human intervention or manual user interface. With proprietary XML-based technology, the system integrates easily into almost any call center or Web platform, and can be custom tailored to meet your specific needs or specific data requirements.



# Redi-Connect® Provides Full Customer Profiles in Real Time, Including:

## Consumer Verification Data

Full Name

Address

City, State

ZIP + 4

Phone: Area Code and Exchange

Demographics and Lifestyle Indicators:

- Estimated income
- Estimated home value
- Mortgage information
- Purchase patterns
- Hobbies and interests
- Education
- Presence of children

Ethnicity

Econometrics:

- Projected invested assets and income bracket
- Discretionary income, inferred wealth and credit risk
- Likelihood to respond to offer, donate to a charity, or relocate
- Eco-friendliness
- Probability of attrition
- ZIP + 4 credit data

## Business Verification Data

Business Name

Contact Name and Title

Address

City, State

ZIP + 4

Business Demographics:

- Annual sales volume
- Employee size
- Gender, ethnicity and language of executives
- Public vs. private
- Square footage
- Year founded

## Physician Verification Data

- Physician Name
- NPI number or state license
- Address
- Phone number
- Year of birth
- Gender
- Year of medical school graduation
- DEA number
- Hospital affiliation
- And more

Redi-Connect's Real-Time Data is Powered by Redi-Data's Industry Leading Databases, Including:

200M

Consumers

110M

Households

26M

Business Executives

110M

Phone Numbers

91M

Cell Phone Numbers

Over  
1M

Healthcare Professionals

## Redi-Connect's Value-Added Solutions



### Real-Time Address Correction Service

Boost the power of real-time lead verification and enhancement with Redi-Connect's Address Correction Service. Receive accurate and standardized addresses and eliminate errors at the point of entry into your CRM system or operational database.



### Integrate Delivery Point Validation

With the integration of the USPS Delivery Point Validation (DPV) service, you can further eliminate errors and waste. Delivery Point Validation ensures that every piece of follow-up direct mail is deliverable – before you waste valuable resources.



## BENEFITS INCLUDE:

Improve real-time decision making or follow-up customer targeting

Eliminate costly address errors from manual data entry

Compile accurate data

Reduce call time

Integrate easily with call center or web technology

**CALL OR EMAIL A REDI-DATA SALES PROFESSIONAL TODAY TO GET STARTED!**



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