

INFINITE SOLUTIONS

BETTER DATA, BETTER OUTCOMES.

Headquarters

107 Little Falls Road
Fairfield, NJ 07004
Phone: 973.227.4380
Fax: 973.808.5511

Sales Offices

20 E Taunton Road, Suit 520
Berlin, NJ 08009
Phone: 800.635.5833
Fax: 856.988.6662

4577 Nob Hill Road, Suite 211
Sunrise, FL 33351
Phone: 877.288.3282
Fax: 954.747.9721

www.redidata.com
sales@redidata.com

Redi-Data
A Redi-Direct Company

OUR SPECIALTY

FOR OVER 20 YEARS...

Redi-Data has empowered businesses to win new customers with some of the most unique and innovative solutions in the data industry. Redi-Data's extensive databases include records on over

- **200 million** consumers
- **112 million** households
- **17 million** businesses
- **One million** healthcare professionals

DATA DELIVERED IN A HEARTBEAT

Using Redi-Data's proprietary Redi-Counts platform and online search tool, our data professionals work closely with clients to customize lists based on hundreds of criteria and deliver new leads in as fast as a few minutes.

WITHOUT ACCURATE DATA, YOU'RE NOT REDI

Redi-Data offers a full line of data services. With our healthcare, consumer and business data append, we match clients' lists to our databases to add hundreds of data characteristics to their existing prospect and customer lists. We also offer complete list hygiene and data enhancements, including the most crucial list services, such as National Change of Address, Delivery Sequence File, Delivery Point Validation, address correction, phone and email append and more.

Redi-Data's Redi-Connect® provides real-time lead verification and data enhancement solutions for contact centers. With as little information as a phone number, Redi-Connect can identify your customers' name and address information in milliseconds, as well as instantly deliver hundreds of data characteristics, such as demographics, buying habits, financial information and more.

INFINITE SOLUTIONS FOR ALL YOUR BUSINESS NEEDS

In addition to data and data services, we provide multi-channeled marketing solutions, such as web development and hosting, digital printing, email deployment, direct mail and fulfillment, through Redi-Data and the Redi-Direct companies. Coupled with our unparalleled customer service, you won't find a more comprehensive package of data and marketing solutions at a better value anywhere else.

OUR DATA




HEALTHCARE PROFESSIONAL LISTS

Redi-Data is nationally recognized as a leader and innovator in healthcare data, healthcare lists and healthcare marketing services.


Trusted by life sciences companies, agencies, medical device manufacturers, hospitals and CME providers alike, Redi-Data delivers the most highly integrated offering of healthcare data and healthcare marketing services.


VIEW DATA CARDS


 AMA Physician Lists


 Dentist Lists

 AOA Osteopath Lists


 NPs/PAs

 Physician Prescribing Data

 ICD-9, ICD-10, CPT Codes

 State Licensed Pharmacists

 State Licensed Nurses

 Oncology Nurses

 Diabetes Educators

 Mental Health Professionals

 Consumers with Ailments

THE MOST ACCURATE LISTS FROM THE MOST TRUSTED SOURCES

- Official licensee of the
AMA — American Medical Association
AOA — American Osteopathic Association
- Dozens of details on each record, such as specialty, degree, education, experience, state of licensure and more
- Robust multi-channel data such as postal, email and phone information

AND...

the Most Comprehensive **Email Database** of Healthcare Professionals for **True Multi-Channel Marketing!**



PLUS

Redi-Data's proprietary email collection is

- Multi-sourced
- CAN-SPAM compliant
- Linked to traditional databases

215 MILLION CONSUMERS, 110 MILLION HOUSEHOLDS

CONSUMER MAILING LISTS

Select highly detailed consumer profile criteria, such as home value and income, as well as targeted information including demographics, geography, buying habits and much more.

■ **Consumer Phone Lists –**

Reach Over 110 Million Phones and Over 91 Million Mobile Devices

■ **Consumer Email Lists –**

Over 79 Million Permissioned Addresses, CAN-SPAM Compliant Professional Deployment Using Our Technologically Advanced Platforms



VIEW DATA CARDS

18 MILLION BUSINESSES, OVER 40 MILLION EXECUTIVES

BUSINESS MAILING LISTS

Redi-Data's business database is one of the largest in the industry.

■ **Hundreds of Selects:**

Demographics, Econometrics, Business Types and More

■ **Business Email Lists:**

Reach Over 3 Million Businesses and 25 Million Contacts with Permission-Based Email Addresses, Professional Deployment Using Our Technologically Advanced Platform.

CONSUMER LISTS CAN INCLUDE AND BE CUSTOMIZED BY:

- ▶ Name and Address
- ▶ Phone Number
- ▶ Geography
- ▶ Marital Status and Family
- ▶ Home and Mortgage
- ▶ Income, Credit and Financial
- ▶ Occupation
- ▶ Ethnicity and Religion
- ▶ Hobbies and Interests
- ▶ Mail Order Responsiveness
- ▶ Buying Habits
- ▶ Much More

BUSINESS LISTS CAN INCLUDE AND BE CUSTOMIZED BY:

- ▶ Annual Sales Volume
- ▶ Top Executive Contact Name
- ▶ Employee Size
- ▶ Executives/Professionals by Title
- ▶ Gender
- ▶ Radius by Rooftop or ZIP Code
- ▶ Headquarters/Branch
- ▶ Executives by Language Spoken
- ▶ Executives by Ethnicity
- ▶ Much More

OUR DATA SERVICES



PLUS

Full line of in-house marketing services including

- press-quality digital printing
- sophisticated email deployment
- full mail-shop and postal facilities



Data Processing

The easy, affordable way to upgrade your lists to precision standards. In as little as a day or less, our data professionals can upgrade your lists to comply with current postal regulations, as well as the latest National Change of Address (NCOA) addresses.



Email Append

We can match email addresses to your existing customer or prospect database so you can maximize your marketing efforts.



Email Deployment

Redi-Data tests and operates the industry's most sophisticated in-house email deployment systems, getting our customers maximum click-throughs, conversions and marketing reach.



Redi-Analytics

Applies modeled scores* to help identify specific prospect qualities ranging from potential credit risk to highly responsive.



Redi-Connect Real-Time Data

Proprietary technology delivers name and address data, or more detailed demographic and lifestyle information, to your contact center or web platform in milliseconds.



Physician Validation

With as little information as a healthcare professional's name, phone number, postal address or email address, our proprietary technology can instantly recognize your customer or prospect and easily integrates into your call center or Web platform.



On-line Counts

With Redi-Counts, you have immediate access to over one million healthcare professionals, including licensed data from the AMA, AOA and more.



Physician Verification

Delivers healthcare professional data in milliseconds, such as physician names and license numbers, so you can check physician information without slowing down your sales cycle.



Physician Prescribing Data

Redi-Data has partnered with Source Healthcare Analytics to bring you SOURCE® POWER PROFILER, the most complete database of Physician Prescribing Data available.



Kaiser Permanente Suppression

We offer a comprehensive Kaiser Permanente Suppression service, with the ability to flag your lists for the healthcare professionals and locations in the Kaiser system.

* Scores powered by Analytics IQ, Inc.

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 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.

YOUR RESULT

STREAM-LINED, CUSTOMIZED MARKETING THAT WILL LAUNCH NEW CUSTOMERS AND SEND YOUR ROI SOARING

When the successful execution of marketing programs requires an experienced industry leader in data and data solutions, many top companies partner with Redi-Data.

The Most **ACCURATE** Lists

The Most **TRUSTED** Sources

The Most **AFFORDABLE** Solutions

Better Data, Better Outcomes

www.redidata.com