

INFINITE SOLUTIONS

BETTER DATA, BETTER OUTCOMES.

Redi>Data[®]
A Redi-Direct Company

DID YOU KNOW...

Email is an extremely effective way to reach out to new customers and increase your conversion rates?

According to the Association of National Advertisers (ANA), 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.





QUALITY MATTERS

Redi-Data delivers best-in-class email lists and marketing solutions. Whether your customers are healthcare professionals or consumers, our proprietary email databases are built of the highest quality available, allowing you to leverage the perfect mailing list for your business needs.

We use some of the most technologically sophisticated software and systems to ensure timely and precise delivery of your message that maximizes sales opportunities. Our data professionals consult you on best practices and strategies to reach your unique audience.

WITHOUT ACCURATE DATA, YOU'RE NOT REDI

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 promptly removed after 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*, 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 1.4 Million Physicians



Over 3.5 Million State-Licensed Nurses



Over 135,000 Dentists



Thousands of Oncology Nurses



Over 400,000 NPs and PAs



Over 412,000 Pharmacists



Over 7,500 Diabetes Educators



BUSINESS EMAIL LISTS

Reach **over 1.9 million businesses**, and **over 17 million executives** with permission-based emails. Target using SIC codes, job titles, geography, age, gender and more.

* Email addresses are not AMA-PPD data

** Where available



CONSUMER EMAIL LISTS

Select highly detailed consumer profile criteria from **over 200 million permissioned, CAN-SPAM compliant addresses** and pinpoint your best prospects by hundreds of variables.

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



CONSUMERS WITH AILMENTS DATA

OVER 20 MILLION EMAIL RECORDS

Our Consumers with Ailments 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.

SUPPORT SALES THROUGH MULTIPLE CHANNELS

Each record contains email, postal, and demographic data, as well as phone information.**



[VIEW LISTS](#)

LAUNCH EMAIL CAMPAIGNS THAT GET DELIVERED

Combine industry-best email lists with Redi-Data's sophisticated email deployment platforms so your message will be delivered in the most accurate and affordable way.



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 and AOA*, we deliver 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 of 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.

* Email addresses are not AMA-PPD data

WITHOUT THE RIGHT PARTNER YOU'RE NOT RED!

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.

The Most ACCURATE Lists

The Most TRUSTED Sources

The Most AFFORDABLE Solutions

Better Data, Better Outcomes

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