

The Carney Consumer Database

There are many benefits in partnering with the leader of consumer data and Carney Direct Marketing is bringing those benefits to you, our clients.

Our Carney Consumer Database (CCD) is the only file on the market that doesn't just look and profile household data but delves deeper by looking at the individual within the household and their spending habits. With over 227M individuals, the CCD base is the largest multi-verified base of its kind and is updated every six weeks and overlaid with Lifestyle selected data. The CCD base has tremendous selection options and our unique data dictionary has almost every consumer variable needed to create a winning DM or TM campaign while keeping costs low and improving your overall ROI .

There are four main ways for Mailers to use the CCD file.

1. List – straight list selection
2. Backend M/P – as a filler for merge purge shortage – can ship in a day
3. Enhancement/Profile –enhance your customer file and learn more about the overall makeup of your customers. The CCD enhancements rates are between 85 – 90% and the information obtained is priceless to finding new customers
4. Models – we can build customer and responder models from our data points to score rental files prior to mailing

For more information on our CCD base please contact Peter Carney at 1800.240.3349 x305 or pete@carneydirect.com