

# Military Specialty Data

## What It Is and Why It Matters

Sabal Strategy has extensive experience in research and discovery for specialty sourced prospects data for military and veterans. They are each limited in some form. The lists can be divided into two major sourcing groups.

The majority of these compiled or specialty military databases are based on online and offline surveys or transaction data of online military memorabilia. These databases usually offer greater coverage and extensive individual and household level demographics such as age and financials that can be used to build a financially qualified audience.

However, these files tend to be limited in military specific qualifications such as Rank or Branch selects. These survey-sourced files also include extended family members and households where a military veteran may not be present. Select clients have had success with these survey-based files when financial qualifications take priority over the military association.

The other military-focused marketing lists are sourced from associations serving military veterans or financial products intended to serve the military and their families, such as VA Loans. These direct response files tend to have a smaller universe (less coverage than survey files) and very limited or no financial data on the households. However, they are rich in military specific demographics such as status, rank, and branch. For communities where reaching the veteran is the priority, these files have performed well.

Some clients who use the Direct Response Military files use rank to “predict” financial qualifications in the absence of such selects as income or net worth. For larger list quantities, we can overlay or append financial data, including income, networth, IPA, home value, etc., to these third-party direct response lists using compiled databases, though this process will incur additional costs.