

# Multiple-Sourced Data

## *What It Is and Why You Need It*

### Expand Your Marketing Universe

No marketing team ever says they have the perfect marketing universe. They frequently spend precious time dealing with multiple data sets from different providers or cross-checking cumbersome net name fields. Sabal Strategy offers a simple and elegant solution. Our unique Multiple-Sourced Data uses databases with powerful waterfall capabilities to identify the best records for your list from the top consumer databases. This gives us the ability to leverage the strength of each database and its coverage across their geographic and demographic information. The result is hyper-targeted audience data so you can message the right audience for your campaign.

### Unique and Comprehensive

Each data compiler has their own sourcing methodology, which results in a unique set of records. Our Multiple-Sourced Data enables us to efficiently identify the right records from the top compilers. And our comprehensive data hygiene process means individual records are never repeated within your list. That means we do all the cross-checking and multiple database searching so you get a single list of qualified leads that meet your demographics.

We know that no two audiences are ever alike. That's one reason why our Multiple-Sourced Data is superior to using generic data. We can leverage a wide range of demographic, lifestyle, and geographic targeting to fine tune the audience to meet your needs. We can even target your audience based on multi-radius and multi-location elements.

### Data Enhancement Services

In addition to delivering the right, qualified audience, our Multiple-Sourced Data sets the standard for best-in-class data for the full spectrum of campaign goals. You have unrivaled access to the

leading third-party consumer databases, without the hassle of managing multiple vendors. And you can rely on Sabal Strategy to deliver the highest quality, cross-channel audiences, including:

- Financial and Insurance Services
- Healthcare and Medical-related Services
- Home Care and Maintenance
- Invitation to Apply Offers
- Nonprofit Awareness and Fundraising

## Data Enhancement Improves Outcomes

The benefits of Multiple-Sourced Data goes beyond delivering the right audience for your campaign. Sabal Strategy can apply that same waterfall capability to our consumer data so you'll see more qualified prospects who match your selected attributes.

Are you ready for your next campaign to outperform your last one? Reach out to Sabal Strategy and Maribeth today to get your Multiple-Sourced Data for your next campaign.

