

Identify Consumers

HOMEBASE



HomeBase is a comprehensive database of consumers and households for the entire U.S. to help you identify new customers and deliver better campaigns for greater ROI.

Claritas is the leading provider of culturally-rich and comprehensive consumer data that is made up of self-reported information on demographics, significant life events, automotive purchases, and varied transactions. Using the in-depth information provided on HomeBase, you have the power to communicate highly-relevant marketing messages that make true in-culture connections possible.

Claritas' HomeBase database delivers considerable coverage per data element associated with an individual name, as we integrate data from more than 3,200 original public and proprietary sources.

In addition, HomeBase will provide you with unparalleled data quality, superior deliverability and extensive coverage. HomeBase is comprised of approximately 16 million individuals and 12 million living units; hundreds of data variables are available for prospect selection in acquisition, loyalty and reactivation campaigns.

The HomeBase file is great if you want to reach Hispanic or Asian families with children or seniors, as well as persons in particular occupations, affluent households or niche markets.

Through HomeBase you can also target U.S. Hispanics or Asians based on their level of acculturation, language usage and country-of-origin to ensure that your message reaches your ideal Hispanic or Asian consumer in the appropriate language. The exceptional accuracy and depth of our consumer marketing information means you can count on us for large prospect quantities and great delivery results.

CULTURECODES®

Country of Origin – identifies the overall predominant country of origin

Hispanicity™ and Asianicity™ – helps identify levels of assimilation and acculturation of U.S. Hispanics and Asians through a blend of data on ethnicity, immigration, occupation and language usage. These data elements are used to categorize U.S. Hispanics and Asians into percentile rankings, as well as 1 of 5 language segments.

Socioeconomic Status (SES) – helps identify consumer purchasing power based on education, occupation, income and homeownership. These data elements are used to categorize U.S. individuals into either an "A to E" index or percentile rankings of block groups. "A" and "100" are the highest SES' while "E" and "1" are the geographies with the lowest SES'.

Language Usage – classifies Hispanic and Asian individuals based on their level of Native-language and English-language usage, as well as a blend of household and population data elements to categorize them into percentile rankings and 1 of 5 language segments.



HOMEBASE SELECTION CRITERIA

A veritable plethora of selection criteria are available on HomeBase, and the database is updated monthly with the most current data for direct marketing campaigns. Some of the most frequently-used are listed below. Custom criteria using other DirecTarget® Services and Modeling are available upon special request.



Geographic

- Postal Geography
- Census Geography
- Retail Trade Area
- Television Area (DMA)
- Telephone Area Code
- Geo-Demographic Definition



Psychographics

- Donates by Mail
- Donates by Phone
- Contributes to Charities
- Voter Records



Socioeconomic

- Annual Household Income
- Home Purchase Date
- Product/Service Expenditures
- Credit/Bank Card
- Life Stage
- Mail Order Buyer/Responder
- Current Home Value
- Net Worth



Industry Specific

- Telecommunications
- Banking/Finance
- Automotive
- Retail Expenditures
- Consumer Packaged Goods
- Health Care
- Non-Profit Organizations
- Registered Voters
- Entertainment



Lifestyle

- Home Improvement
- Computer Owner
- Travelers
- Interest in Reading
- Young Families
- Apartment Dwellers
- Empty Nesters
- Claritas PRIZM Premier Segmentation



Other Specialty Categories

- New Movers
- New Home Owners
- Prenatal New Parents
- Post-natal New Parents
- Detailed Mortgage Information

To learn more about how Claritas can help you succeed in today's marketing world, contact us at **800.234.5973** or visit www.claritas.com