



## **USADATA's Direct Marketing Mailing Lists Help Colleges And Universities Score High Recruiting Marks**

**New York, NY, April 30, 2009** – Colleges and universities across the U.S. are excelling in their recruitment efforts with targeted mailing lists from USADATA. USADATA's direct marketing experience helping promote a variety of programs, and their professional client service, has made USADATA a trusted source of consumer mailing lists among colleges, universities, and educators nationwide.

Colleges and Universities turn to USADATA because they're able to pinpoint the best prospects for a variety of programs including but not limited to Adult Continuing Education, Undergraduate Enrollment, and Athletics. Using more than 700 demographic and psychographic filters, or modeling a university's current student body, direct mail campaigns are more effective because they're reaching the right households. Colleges and universities also appreciate the ease at which USADATA makes acquiring new sales leads:

"Finding good, dependable, and talented strategic partners can be challenging at times. Finding those who go above the bar in providing excellent customer service is a rare find, but a necessity in today's economic market. USADATA filled these needs for us in our recent direct mail campaign perfectly."

Kimberly Snow Logsdon, Miami University, Oxford, OH

"We facilitate distance degrees for almost seventy degree programs. Having USADATA around to help us find consumer mailing lists as we seek out our best prospective students is so helpful. Their quick response time makes it much easier to market our programs for individual colleges that we serve here on our campus."

Johnnie Blackburn, College of Continuing Studies, The University of Alabama, Tuscaloosa, AL

"The feedback we've received from our college, university, and educator clients reinforces our commitment to clients – delivering the right sales leads and making it easy," Jon Rapkin, SVP at USADATA.

College and universities can get free expert advice about direct mail marketing and consumer mailing lists from USADATA's team of Data Specialists by calling toll free at 1-800-395-7707.

### **About USADATA**

USADATA is the leading provider of **Sales Leads. On Demand.™** and CRM Software On Demand, and has securely delivered over 1 billion targeted, privacy-assured sales leads that have helped over 100,000 businesses nationwide grow their business. USADATA has been named to the *Inc 500 Fastest Growing Private Companies*, *Deloitte & Touche New York Technology Fast 50*, *Computerworld's Top 100 Emerging Companies*.

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