



Lawn care direct marketing ideas: How mailing lists from USADATA help grow customers

New York, NY, March 19, 2009 - Landscapers and lawn care companies nationwide are growing their customer base and expanding their direct marketing with targeted mailing lists and sales leads from USADATA. USADATA's combination of broad and specific targeting criteria, plus their professional client service have made USADATA a trusted source of sales leads in the lawn care industry.

USADATA direct marketing mailing lists provide lawn care companies and landscapers a variety of ways to more easily find new customers. New sales leads, for example, can be generated by zip code or based on a radius around any current customer's address, using targeted demographic parameters including household income, home market value, and dwelling type, or based on new homeowners who've just moved into their home.

"We have used USADATA twice in the last month and have found their representatives to be very knowledgeable and helpful. We have also been very happy with instant results that make it possible for us to contact thousands of potential customers in just days. In these economic times you need to spend your money wisely and I can honestly say this was money well spent."

Justin Suter, American Lawn Company, Madison, WI

"Landscapers and lawn care companies trust USADATA because of our experience helping businesses like theirs and because we make it easy for them," said Beth Leffel, Senior Account Director at USADATA. "We recommend direct marketing ideas that have worked, generate new ideas and deliver mailing lists in the format that helps them get their campaign out the door faster," Leffel added.

Landscapers and lawn care companies can build a mailing list online at www.usadata.com using dozens of available demographic and geographic selection options, or they can get free expert help by toll free call.

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 mailing list 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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