



Mailing List Sales Leads Help Home Improvement Contractors Build New Customers

New York, NY, May 6, 2009 – Home improvement contractors nationwide are hammering out direct mail campaigns, targeting sales leads and building their customer base with privacy-assured mailing lists from USADATA. With hundreds of available selection options, contractors are more easily able to reach their best available prospects.

Online at www.usadata.com or by calling a Data Specialist, contractors are successfully able to pinpoint the target audience for their mailing list using filters like home market value, year home built, household income, and length of residence at current address. This powerful combination of filters is yielding a higher return on investment (ROI) on the direct marketing campaigns of contractors because only the most qualified prospects are mailed. USADATA's expert team of Data Specialists also makes the lead acquisition process easy, which clients appreciate.

"I am grateful for the prompt service I can count on from USADATA. They have really helped my company grow and make an impact in the marketplace. The sales leads are terrific and I am looking forward to a great continuing relationship."

John Parisi, Parco Home Improvement, Valley Stream, NY

"We have the good fortune of helping hundreds of contractors grow their business. With the various demographic selection options at our disposal, we ensure that our clients receive the right mailing list sales leads," said Beth Leffel, Senior Account Director at USADATA.

Home improvement contractors can get free expert mailing list advice from USADATA's team of Data Specialists by calling toll free at 1-800-395-7707. USADATA is furthermore continuing its fun sales leads promotion with offers for \$50 off and a \$50 Lowes gift card through 5/25/09. Visit www.usadata.com for more information about this offer.

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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