



## **USADATA Has Its 20,000<sup>th</sup> Client Use its Sales Leads On Demand Application**

**New York, NY, February 12, 2008** - Clients are proving that the simple, online sales lead and mailing list ordering process pioneered by USADATA is the quickest, most effortless way to obtain targeted sales leads on demand. Today marked the 20,000<sup>th</sup> new customer using USADATA's On Demand platform.

USADATA's On Demand platform provides easy access to six different multi-sourced databases. Users define their target audience using hundreds of filters and receive real-time list counts and price quotes, and can then place an order and receive their new leads within minutes. Users benefit from the ability to acquire accurate new leads for both B2B and B2C direct marketing campaigns, and from extensive monthly hygiene processes that ensure maximum deliverability and privacy compliance.

Bob Glover, Chief Marketing and Sales Officer of Integra, a Printing, Marketing and Brand Logistics Company, based in Grand Rapids, MI, said: "Our team orders a lot of lists and we are often asked to provide our clients with a number of variables within the lists we recommend. USADATA's system gives us a lot of flexibility to choose the geographic area and demographic characteristics we need for local direct mail campaigns. USADATA's On Demand Platform provides the easiest way for us to quickly run counts to see how many names and addresses are available, and to then order our mailing lists. The most recent mailing went to businesses in two parts of the country and the results have been better than we ever expected. Our internal tests on the lists proved that they were up-to-date and very accurate. USADATA is our number one choice for lists for all our clients. We really appreciate how quickly the lists have been delivered to us and the excellent customer service provided by USADATA."

Aimee Campbell, Owner of Financial Associates Northwest, a Tax and Accounting Firm based in Keyport, WA commented "For some time I have been trying to find a good source of contact information for new prospects. I knew I would want to find a good online data supplier that could meet all of my needs and client criteria. I have found USADATA to be extremely easy to use and actually kind of fun to play with. It is amazing how many different criteria you can use to narrow or expand your search. After ordering, I received my leads and had absolutely no trouble downloading them in Excel format and appreciated the customer service follow up from USADATA's client service staff. We appreciate this great resource and superior customer service! I am also recommending USADATA to all of my business clients who are looking to grow their business and find client leads; I know that USADATA's resources will greatly improve the success of their marketing endeavors. I am a huge proponent of what USADATA's information can do to improve your marketing efforts - you've got a new salesperson for life!"

Jon Rapkin, Senior Vice President for USADATA, said, "Our online list ordering workflow has been tested both in focus groups and by users placing tens of thousands of live orders over the years. We believe there is no easier workflow for ordering business, consumer, new mover, new homeowner and occupant lists and our customers seem to agree because our business continues to grow."

USADATA seeks to become the premier destination for organizations of all sizes to obtain sales leads on demand. Feedback and requests from USADATA's valued customers will continue to

drive USADATA's efforts at enhancing the user experience of its Sales Leads on Demand application.

### **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, across all industries, grow their business. USADATA has been named to the Inc.500 Fastest Growing Private Companies, Deloitte & Touche New York Technology Fast 50 and Computerworld's Top 100 Emerging Companies.

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