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ProMarketing Leads Completes an Extensive Rebuild of Consumer Direct Marketing Database -- ProMarketing Leads is excited to formally announce the completion of an extensive rebuild of their Consumer Direct Marketing Database.

ProMarketing Leads (<http://www.promarketingleads.net/>) is excited to formally announce the completion of an extensive rebuild of their Consumer Direct Marketing Database. Over the last few months the data team at ProMarketing Leads has integrated all of their data resources into one complete 213 million record consumer marketing database. The data sources used in this integration include transactional data, consumer surveys, public records, real estate records, purchase history, state license data and voter registration information.

"Now our marketing list clients have access to rich multi source file of consumer information," reports ProMarketing Leads President, Brad Allen. Mr. Allen continued, "By pulling together all this data, our clients can effectively target new customers using over 2,000 transactional, demographic, lifestyle, economic and social selects. In years past, targeting was limited to demographics, but having all this data together is a game changer".

Just this past July, ProMarketing Leads announced the opening of their "Data Analytics Division," and the recent rebuild of their consumer marketing database is the first of many projects slated for the near future that are designed to position the company as the industry leader for effective and ROI-driven direct marketing efforts.

When starting a marketing campaign, the importance of narrowing down marketing lists will not only save you time, but can result in a much higher conversion rate when contacting consumers. ProMarketing Leads had this in mind when rebuilding their consumer database. They strove to incorporate every variable imaginable to give marketers the ability to narrow down telemarketing lists, email marketing lists, and other direct marketing efforts.

The key to a successful direct marketing campaign relies on several factors, such as ensuring that the offer will add value to the consumer through compelling content, while targeting the right audience with marketing lists, and effectively measuring and analyzing your results. ProMarketing Leads gives marketers the tools to help them launch a successful campaign with their new consumer direct marketing database.

ProMarketing Leads LLC is a leading broker and online marketplace for marketing lists and sales leads. Their user-friendly website connects buyers using only the very best targeted marketing lists from dependable sources, making them the most reliable avenue to increase the efficiency of an organization's direct marketing efforts. With over 40,000 marketing lists and

growing, available in the United States and Worldwide, ProMarketing Leads' value-added services empower direct marketing success.

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