

Identify and reach your best prospects

The most effective marketing happens when you're reaching exactly the right prospects with the right message at the right time.

BoothMichigan helps you develop highly effective, precise databases of your best potential customers based on the demographics of your best current customers or your ideal customers.

Benefit from top data sources

We use the most respected data sources available to analyze and expand your current databases:

Acxiom/Personicx

- The world leader in consumer information
- 70 Personicx lifestage/lifestyle clusters
- 4.5 million Michigan households
- 1600 data points per household
- Other U.S. states available

Scarborough

- The premier source for insight into consumer lifestyles
- Data updated twice a year



Use our complete services

BoothMichigan manages your database marketing campaigns from start to finish. Our experienced database analysts, designers, printers and mail experts provide turn-key services at maximum efficiency. We:

- Consult with you to determine your marketing and sales objectives
- Analyze your current databases for peak effectiveness or develop new databases matched to your goals
- Implement your print and electronic campaigns
- Evaluate your campaigns and report the results

For more information, contact your BoothMichigan representative.