



FOR IMMEDIATE RELEASE:

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MeritDirect Now List Manager of Two Additional Amacai Files!

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) has been named as list manager of the **Amacai Pure Consumer Database** and **Amacai New Movers Consumers on Demand** files.

- [Amacai Pure Consumer Database](#) | Universe: 128,000,000+

Amacai Pure Consumer Database offers the most accurate and complete name, address and phone information available and contains more than 120 million DPV mail-deliverable records ensuring precise results. Pure Consumer provides data that is compiled, verified and enhanced through exclusive partnerships with more than 100 sources, including the US Telecommunications Network. As a household-level file, Pure Consumer can associate up to 7 household members and phone numbers associated with a single US household record. At least 2 sources contribute to and help verify each record in the file — providing maximum coverage and accuracy.

- [Amacai New Movers Consumers on Demand](#) | Universe: 40,000,000+

Amacai New Movers on Demand is a daily feed of consumer leads that reach true ‘new movers’ — those who have actually moved, not just those who have added or changed a phone line. Each year it's estimated that 41 million Americans — 13.7% of the population — will move to a new home. Within three months of relocating, these new movers will spend more on goods and services than non-movers do over a five-year period — and competition to win their business is fierce. With New Movers on Demand, precise name, address and phone information on consumers that have moved in the last 72 hours is available. Typically, other sources provide new mover data that is between 30-90 days old. Thanks to Amacai’s exclusive membership in the US Telecommunications Network, New Movers on Demand reflects only consumers with a new phone connection — not those who add a secondary phone line or fax line.

For additional information from MeritDirect, please contact [Pat Bishop](#) at 914.368.1133.

About MeritDirect:

MeritDirect is a recognized leader in the B2B and B2C direct marketing industry, offering marketers integrated marketing solutions with an array of products and services. Mailers and list owners achieve a superior return on their marketing investment through MeritDirect’s list brokerage, list management, customer list enhancement and optimization, marketing databases and interactive services.

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