



FOR IMMEDIATE RELEASE:

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MeritDirect Awarded List Management of the IntelliMap, Inc. files!

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) has been awarded management of the **IntelliMap, Inc.** files (Formerly Government Buyers Masterfile Smart Pay/GBL).

The IntelliMap database tracks government employees that utilize Smartpay credit cards for the office. Each contact is a decision maker with proven purchasing authority to use the card without going through a messy purchase order process. Only higher-level officials and buyers are issued Smartpay credit cards, so customers can rest assured that their mailings are going directly to a decision maker.

In addition to identifying government buyers, IntelliMap tracks their individual transactions by SIC Code, date, dollar amount and vendor. As a result, IntelliMap customers can be confident that their mailings are not only reaching buyers with proven spending authority, but also buyers that have made purchases specifically related to their product mix.

Mailing lists can be purchased by agency, industry, SIC Code or even vendor. Refer below for a listing of popular IntelliMap Lists:

- [IntelliMap, Inc. Active Buyers – Communications](#) – Universe 30,000+
- [IntelliMap, Inc. Active Buyers – Construction](#) – Universe 67,000+
- [IntelliMap, Inc. Active Buyers – Front Office / Back Office](#) – Universe 93,000+
- [IntelliMap, Inc. Active Buyers – Industrial Supply Buyers](#) – Universe 100,000+
- [IntelliMap, Inc. Active Buyers – Medical](#) – Universe 45,000+

For additional information from MeritDirect, please contact John Ganis at (914) 368-1022 or jganis@meritdirect.com.

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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