

Run Better Direct Mail & Email Campaigns with our Superior Data Quality

Media Source Solutions ranks no. 1 for data quality across multiple segments in recent analysis

For marketers who run direct mail and email campaigns, ensuring the data you work with is paramount. According to IAB-Winterberry group, US marketers spend \$11.9 billion in third-party audience data year on year. Yet, studies by Lotame show only 20% of marketers are confident about the accuracy of the data they buy.

Media Source Solutions' demographic data quality was recently validated by independent data evaluator, Truthset, and was found to rank no.1 across 14 different demographic data segments and above average across many others.



Highlights From Truthset's Data Analysis



Males Aged 18-24

Our audience, Males Aged 18-24, indexed a full 17 points higher in accuracy than average.



Pet Owners

Our audience, Pet Owners, was ranked no.1, ahead of any other data provider analyzed.



Geo Audiences

We rank no. 1 for Census Division and Region and have above average data for State.



Homeowners

Our audience, Homeowners, was ranked no.1, ahead of any other data provider analyzed.



Married Consumers

Our audience, Married Consumers, was ranked no.1, ahead of any other data provider analyzed.



Multicultural Audiences

Our audiences, African Americans, Asian Americans and Hispanic Americans, was ranked no.1.

Try Our Data Today

Our 3000+ pre-built segments, including demographic data, transactional data, behavioral data and location-based data, are ideal for your upcoming marketing campaigns. Whether you're looking for direct mail or email data, talk to us about your needs today.