

Information Solutions



Infolure lets you transform information into more profitable marketing programs.

Infolure specializes in data management and marketing applications that leverage information in order to help you increase your sales and profits. We accomplish this by utilizing customer and uniquely integrated third party data, as well as a variety of enabling technologies, so that our clients can better market to their intended customers.

Infolure provides the information tools and technology services that businesses need to derive maximum benefit from their customer relationships. The value we add to our clients' marketing programs is based primarily on several of our key resources:

Our LATITUDE Technology

We offer full-service data processing and custom programming featuring our proprietary matching software, including list hygiene, address correction and data integration. These services minimize our clients' postage, telemarketing and production expenses.

Our ADVANTAGE Database

We've merged list resources of the nation's most reputable compilers of public and proprietary data to create a truly unique file. The ADVANTAGE Database consists of names, addresses, telephone numbers, and associated demographic profiles for 230+ million individuals and their households. It is updated frequently for optimum accuracy and completeness.

Our Infolure Process

This unique and proprietary database management process provides complete and customized design, management and maintenance of customer and/or prospect databases, and allows remote access to your results from an Internet-enabled PC. With Infolure, you can turn more prospects into customers while building stronger, longer lasting customer relationships.

Let the processing experts at Infolure implement your winning solution!

Infolure
Information...Technology...People

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