

Find Prospects with Discretionary Dollars to Spend

Income is an important demographic tool in comparing individuals, but it doesn't take into account how many of those dollars are available for discretionary spending. Spendex™ is an econometric marketing tool that provides these discretionary spending numbers for individuals.

Our Database at the Core

Our proprietary set of data that allows us to produce powerful scored solutions. It is created from over 100 sources, updated quarterly, and contains 1,500 proprietary demographic, psychographic, attitudinal, econometric and summarized credit attributes.

Clear Benefits to Direct Marketers

- Select individuals with more available discretionary assets
- Can be used to enhance any list:
 - Rank vertical lists
 - Use as select for compiled lists
- Applied at the Zip Code or Zip+4 level
- Refreshed quarterly
- Data can be custom modeled

Test it Yourself – Free!

Spendex is available now for free testing for a limited time. The tool can be applied to any consumer list at the Zip Code and Zip+4 levels. Call us today to test Spendex free of charge.



Spendex estimates discretionary spending for individuals.