

The Leader in Data Solutions for Multi-Channel Merchants

Buyer Acquisition

Identify highly-responsive prospects

Housefile Enhancement

Maximize the value of your greatest asset

List Optimization

Improve performance of 3rd-party lists

Market Research

Tap into a wealth of data to address
key strategic issues

A B A C U S

A division of DoubleClick Inc.

Unlock the Power of Smart Marketing

Abacus Alliance Database

More than 1,800 Members

3.7 Billion Transactions

90 Million Households

Abacus B2B Alliance Database

250 Members

1 Billion Purchases

67 Million Business Contacts

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Technology Solutions for Multi-Channel Merchants

ChannelView®

Measure the impact of direct marketing
campaigns across channels

DARTmail™

Plan, execute, and analyze highly effective
customer email marketing campaigns

SiteAdvance

Gain insight about how design, merchandising,
and marketing drives online purchases

Ensemble

Deliver powerful, consistent, and relevant
marketing communications to your customers

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