

Data Solutions



Leading Provider of Multichannel Consumer Information

Vayan Marketing Group is the leading provider of integrated multichannel consumer information. Vayan's proprietary databases encompass information on over sixty million consumers. Our database records include detailed contact (postal, email and telephone), demographic, lifestyle and transactional information.

Our masterfile is one of the largest databases and includes:

Contact Information

- Email Address
- Postal Address
- Telephone
- Consumer Name

Demographic Information

- Age and Date of Birth
- Gender
- Presence of Children
- Marital Status
- Ethnicity
- Occupation
- Income
- Homeowner

Lifestyle Information

- Credit Card User
- Religious Affiliation
- Life Characteristics
- Interests and Hobbies

Transactional Information

- Business Opportunity Buyers
- Online Auction Buyers
- Mail Order Buyers
- Catalog Buyers
- Subscription Buyers

All of our data goes through an extensive hygiene process that includes:

- Standardization - Ensures that both email and postal addresses are valid
- Uniqueness - Ensures that all data is unique
- NCOA - Quarterly updates of postal addresses on all records
- CASS Certification - Ensures that all postal addresses are deliverable
- Permission - Ensures that all email data is approved and deliverable

List Rental

List Selection Made Simple.

Take advantage of Vayan's names for either direct mail, email, or telemarketing list rental. With over 100 data points on each record, Vayan can meet your segmentation and list needs. We know which lists are working for offers similar to yours and can make targeted recommendations for your campaign based on that knowledge.

Data Enhancement

Interact One-to-One with Your Existing Customers and Market More Effectively.

Vayan's Data Enhancement solutions allow businesses to take advantage of both traditional and email advertising vehicles to build stronger relationships with customers. The Append process can add a wealth of information to your database enhancing it to include: email, postal addresses, domain, DOB, gender, marital status, income, lifestyle selects, phone numbers and much more.

List Management

Let Us Manage and Market Your Email and Postal Lists.

For owners of permission-based e-mail and postal lists, Vayan Marketing Group can manage & market your list, making it available to top advertisers and marketers who are trying to reach audiences similar to your own. We monetize a list owner's opt-in (or permission based) data by renting it to marketers through a traditional, full-service approach to list management.



The Vayan Marketing Group specializes in multichannel communications by offering services designed to serve marketers and publishers with end-to-end, results oriented marketing solutions. Contact us today to see how we can help you exceed your marketing goals: [561.955.9660](tel:561.955.9660) | info@vayan.com | www.vayan.com

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