

**CONSUMER LISTS**

- Guaranteed 94% Deliverable
- Privacy-Compliant Leads
- Filter by Demographics & Psychographics
- Option for DNC-Compliant Phone Numbers
- Available for any U.S. Geographic Area

Start Now

**BUSINESS LISTS**

- Guaranteed 90% Deliverable
- Updated Monthly
- Filter by Business Type (SIC Code)
- Filter by Employee Size & Sales Volume
- Option for Phone Numbers

Start Now

**NEW HOMEOWNER LISTS**

- Over 100,000 new leads added weekly
- Filter by Purchase Date
- Filter by Purchase Amount

Start Now

## Gain the competitive edge...

CPS Insurance Services is pleased to announce a new lead generation, marketing, and mail fulfillment platform that is exclusive in its initial release to CPS-contracted producers.

Through this platform, developed by Continuum Worldwide and USADATA, CPS-contracted producers will be able to build a customized list of contacts based on their targeted demographics, psychographics, business types, employee size, and sales volume. Once the list is built, producers are able to select their mailers, personalize them, and order a distribution to the selected list. Continuum Worldwide will manage the distribution, locking in some of the lowest rates available from the U.S. Postal Service. All responses to the campaign are reported back to the producer within the same business day that they were received.

The simplicity and comprehensiveness of this platform is unprecedented in the insurance industry. Traditionally, producers have maintained multiple contacts at various sources for their lead generation, creation, production, marketing, and mailing needs. Now, through this new platform, CPS producers will benefit from a much more automated and cost-effective process.

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**PROCESSING RESULTS**

1) Choose Geographic Areas(s) 2) Define Audience 3) View Search Results 4) Order List

Please wait while the available list quantity is retrieved from the database. Please do NOT press the Back button on your browser during this process. Request received...

Typical inquiries can take up to 20 seconds to process...

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Direct Mail Marketing Library

Choose a Category: Consumer Letters

**Consumer Letters**

CONSUMER MAILER 1

All state

PREVIEW CUSTOMIZE

CONSUMER MAILER 2

All state

PREVIEW CUSTOMIZE

CONSUMER MAILER 3

All state

PREVIEW CUSTOMIZE

CONSUMER MAILER 4

All state

PREVIEW CUSTOMIZE

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**CONSUMER LISTS/LEADS: DEMOGRAPHIC SELECTION**

1) Choose Geographic Areas(s) 2) Define Audience 3) View Search Results 4) Order List

Choose a method for generating your list. If you will want records with phone numbers, please indicate that below. If you are unsure of your selection, click [here](#) for additional information

**Selection Options:**

- Customize a List using Demographic, Lifestyle, and Purchase Behavior Filters [View Available Selects](#)
- All Households in Chosen Geographic Area(s)
- Pre-Retirement Prospects [What is this?](#)
- Turning 65 [What is this?](#)
- LTC [What is this?](#)
- Young Families [What is this?](#)
- Individual Life Insurance Prospects [What is this?](#)
- Annuity Investment Opportunities [What is this?](#)
- Long Term Care - Baby Boomers [What is this?](#)
- Estate Planning Prospects [What is this?](#)
- New Homeowners [What is this?](#)

Available to Registered CPS Website Users Only... to access:

1. Log in to the CPS Website.
2. From the CPS home page, click the Marketing dropdown menu and select the Lead Generation Program link.