

# What happens when an authority in public policy and advocacy partners with a top lead-generation marketing agency?

Together they collect the freshest, cleanest U.S. multicultural

# Data.

## KINNAMON AND ACQUINITY

The Kinnamon Group is an accomplished consultative leader in the fields of politics, healthcare, housing, asset recovery and public administration. Minority-owned and operated, Kinnamon was a strategic alliance partner with PSComm on the implementation of the 3-1-1 municipal info/help line.

Kinnamon is now working with Acquinity Interactive, a performance marketing agency that provides major brands with high-conversion sales leads, publishes a Quantcast top 100 network of consumer-interest websites and newsletters, and maintains an 80,000,000-record email database.

Via its online properties, Acquinity captures 150,000 registrations every day, and monitors over 6 billion behaviors monthly on a variety of platforms:

- Email
- Call Centers
- Social
- Mobile/SMS
- Display Advertising
- Search
- Affiliate Publishers
- In-Path Surveys/Linkouts

## RECORDS ADDED AND APPENDED DAILY

Acquinity's vendor partners include LeadSpend and BriteVerify...ensuring email and data accuracy.

## YOU KEEP THE DATA FOR LIFE

Unlike the majority of list and database rental companies, Acquinity allows clients to keep the data they rent from us indefinitely; repeat usage is encouraged.

## SELECTS

Subscribe to access the entire opt-in, CAN-SPAM compliant 80MM email database of US consumers, or parse the master file by the following criteria:

- Age
- City/State/Zip
- Sex
- Income
- Education
- Interests/Behaviors
- Buying Patterns
- Ethnicity

Don't see what you need? Just ask. We can create surveys that incorporate new selects.

## CLIENTS

Our enterprise clientele dominate a variety of verticals...entertainment, insurance, CPG, telecom, daily deals and coupons to name a few:



The best consumer data for

- Political campaigns
- Advocacy/issue campaigns
- Voter registration drives
- Get Out The Vote drives
- Petitions
- Surveys
- Polls
- Market research
- Clinical panels

FOR A CUSTOMIZED LIST RENTAL QUOTE, PLEASE CONTACT

acquinity INTERACTIVE a quantcast top 100 network

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