

CENTURION

LISTS & INFORMATION SERVICES 

Consumer List Selects

CENTURION Lists, Inc. has created the industry's most unique and robust data source available today. Describing U.S. consumers across all key dimensions - Demographic, Financial, Lifestyle, Market Indicator, Trigger, and more! We offer actionable data on more than 122 million households and 240 million individuals.

These are still only a partial list of what we offer...
...if you don't see it call today (we likely have it)!

Marital Status	Political Party
Homeowner	Ethnic Group
Length of Residence	All types of Ailments
Adult Age Range	Allergies
Adult DOB	Arthritis
Child Age Range/Gender	Diabetes
Child DOB	High Blood Pressure
Household Income Identifier	Respiratory Ailments
Net Worth	High Cholesterol
Net Assets	Spending Levels
Investable Assets	Spending Recency
Home Market Value	Change in Spending
Home Sale Date	<i>Niches</i>
Home Sale Price	<i>ConneXions</i>
Type of Credit Card	<i>P\$YCLE</i>
Occupation	<i>PRIZM</i>
Education	

LIFESTYLE DIMENSION

CENTURION Lifestyle dimensions provide you with the ability to identify the right customers for your offer by tapping into a wealth of information that spans consumer lifestyles and behaviors. The data contained within the CENTURION Lifestyle Dimension file is based on a variety of data sources including self-reported sources proprietary to CENTURION Targeting.

CENTURION Lifestyle attributes include detailed selects covering the following categories (and many more):

Cooking	Collectibles
Crafts	Charitable Causes
Gardening	Hobbies
Investments	Investments and Insurance
Sports and Recreation	Music Preference
Pet Ownership	Nutrition and Diet interests
Travel	Pet info
Collectibles	Reading/Books interests
Health	Sports & Recreation interests
Insurance	Travel
Mail Order purchase categories	* and more!
Donors	

TRIGGER DIMENSION

CENTURION Trigger Dimensions provide a unique time-sensitive insight into consumers who could be looking to buy. These Trigger dimensions target consumers who will soon pass into a new life stage or have just passed into a new life stage. This data is compiled by tracking changes in CENTURION List's vast database of consumer behaviors and demographics, allowing for an intuitive selection of consumers who are in the midst of important life changes – getting married, having kids, exiting the workplace – and other significant milestones.

- New/First Child (0-2) in HH
- Newly Married
- Newly Single
- New Adult
- New Young Adult
- Household Income Change
- Credit Card Change
- Change in Home Market Value
- Newly Retired
- Mortgage Expiration
- New Pre-Driver
- Recent Empty Nester
- * and more!

FINANCIAL DIMENSIONS

CENTURION Financial Dimensions provide insights into a consumer's financial situation, with comprehensive data on income, credit, debt and assets. We offer attributes on income range, net worth, payment behavior, property value and more!

CENTURION Financial Dimension attributes include:

Household Income	Available Home Equity
Net Worth	Loan to Value
Bankcard / Retail / Auto Finance	Property descriptors, e.g. lot size
Home Valuation Model	Type of Credit Card
Home Sale Price	Presence of Credit Card by type
Mortgage Amount	Loan to Value
	* and more!

For questions or further assistance please contact your account executive at
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C E N T U R I O N l i s t s . c o m

The Right List Changes Everything