



## I. WHAT IS TOP GUN for Consumer Data?

**Top Gun for Consumer Data** is an automatic system offering client access to Route 72's Consumer Opt In email database, providing them the opportunity to purchase credits at a discounted rate and download email data leads **ON DEMAND**.

### 1 Credit = 1 Complete Opt In Email Lead:

- Email, First name, Last name, Address, City, State, Zip Code, Gender, Date of Birth, Date Stamp, Source of Opt-In and IP Address

## II. BENEFITS OF TOP GUN.

- The ability to tap into more than 89 million qualified consumer records with email
  - \* More than 1/3 of US adult consumers are in our database
- Ability to access numerous geographical locations
- The ability to search by:
  - State
  - Zip Code
  - Radius to Zip Code
  - Age Range
  - Gender
  - Homeowners
  - Renters
- Ability to download your lists IMMEDIATELY with 24 x 7 access
- The ability to access the cleanest email data available
- Inexpensive data solution
- No setup fee - Account setup the same day you order
- We guarantee the highest delivery rates and will replace all hard bounces

## III. CONTACT INFORMATION.

James Alamia  
Route 72 Systems, LLC  
759 Bloomfield Avenue STE 403  
West Caldwell NJ, 07006

Phone: (201) 290-1003  
Email: [route72@ureach.com](mailto:route72@ureach.com)