[FOR IMMEDIATE RELEASE]

FORT MYERS, FL, April 24, 2019 – AccuData Integrated Marketing, one of the nation’s most established marketing data solutions providers, is making significant upgrades to its proprietary online marketing list platform, AccuLeads, during what the company is calling the “Year of AccuLeads”.

AccuLeads has been upgraded with features such as enhanced mapping functionality for geographic targeting as well as order saving and “favorites” features. Perhaps the most significant user experience enhancement is its new “Power Search” feature, which has delighted AccuLeads’ heaviest users with substantial time savings.

The AccuLeads product and development teams created the AccuLeads 2019 Product Road Map based on user feedback and industry trends.

For nearly twenty years, AccuLeads has served as an online portal to the most comprehensive set of compiled consumer and business data in the U.S. Featuring databases from the nation’s largest compilers as well as marketing analytics and data enhancement solutions, AccuLeads provides 24/7 access via its website as well as through its additional “data on demand” offerings.

“We’re excited to focus our efforts this year on our core product,” said AccuData CEO, Bree Verrengia. “To best serve our primary audience of marketing agencies and large printers and mail houses, it’s important that we provide an enhanced user experience and technological upgrades to remain an industry leader.”

To learn more about AccuLeads, visit www.acculeads.com.

About AccuData Integrated Marketing

AccuData Integrated Marketing serves as an embedded data and insights team to agencies and brands across the U.S. Backed by the power of more than 400 data providers and 26 years of real-world marketing expertise, AccuData’s dedicated team helps businesses acquire, retain and grow a profitable customer base by developing innovative, custom solutions. For more information, please visit www.accudata.com or call 800-732-3440.