

Create Lookalike Audiences On Demand with SnapShot

Utilize the intelligence of your customer data to quickly create a custom prospect audience of demographic lookalikes

Elevate your audience targeting with SnapShot, an automated service that statistically profiles your best customers. Within minutes, your first-party data is matched against a comprehensive database of U.S. consumers or businesses to create a customized market penetration analysis. The resulting report serves as the foundation to create fully-customized lookalike audiences.

Three Steps to More Intelligent Prospect Marketing with SnapShot

Step One: Run Your SnapShot Profile Report

Upload a file of your best customers to acculeads.com. Using a sophisticated matching protocol, your customer data is compared to prospects within your marketing footprint. The result is a detailed profile report that highlights demographic trends considered to be statistically significant between your customers and the prospect universe.



Access SnapShot on-demand when you visit acculeads.com, or contact our data experts for assistance



Begin with as few as 500 records; numerous file formats are accepted for your convenience



Customize SnapShot profile reports with your logo, color palette, and contact information

The strength of SnapShot lies in the demographic and firmographic overlays that reveal more detailed information about your customers.

Consumer SnapShot Demographics

- Individual Age
- Child Age
- Credit Cards
- Dwelling Type
- Estimated Income
- Estimated Net Worth
- Family Position
- Gender
- Homeowner/Renter
- Investments
- Marital Status
- Occupation, and more!

Business SnapShot Firmographics

- 2-Digit and 4-Digit SIC Codes
- Advertising Expenses
- Credit Capacity
- Credit Code
- Employee Size
- Location Type
- Sales Volume
- Square Footage
- Technology Expense
- Utilities Expense
- Women-Owned Business
- Years in Business, and more!

Step Two: Run Your Count Report

Determine the number of prospects available to target when you run a SnapShot count report. At this stage, you can customize market areas with a variety of filters while retaining the demographic insight and statistical intelligence of your customer profile.

Step Three: Order Your Lookalike Audience

Order your lookalike audience based on a priority order established using our key statistical findings. Before completion, you can select your file layout and type, and additional demographic fields can be appended for enhanced targeting. Your current customer file is automatically suppressed from the prospect universe to eliminate duplication.

Create your SnapShot profile report today!

Visit acculeads.com to upload your customer file. Interested in a demonstration? Contact info@acculeads.com to schedule your one-on-one session.

File Requirements

To process your SnapShot profile report, the following fields are required on your input file. When possible, a combined address field is preferred. The following file types are accepted: .csv, .dbf, .txt, .xls, and .xlsx.

Consumer SnapShot

- First Name
- Last Name
- Address
- City
- State

Business SnapShot

- Company Name
- Address
- City
- State
- ZIP Code
- Telephone Number (optional)