

## The MicroBuild® Promise

### Accurate

- High quality national consumer name and address file
- Multi source build process – national consumer base, USPS statistics, Census

### Current

- Complete quarterly re-build
- Core data sources updated monthly

### Actionable

- Household level attributes i.e. , ethnicity, Axiom demographics
- Match to customer data - market share/new prospects
- Marketing lists



## Contact Us

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The Gadberry Group is the premium provider of U.S. household geo-demographic data products. Gadberry's products are superior to products that rely on summarized data such as 2000 census data or postal data as their primary source. It is also unlike compiled consumer data that is built primarily for direct marketing use, doesn't represent all occupied households, nor is it built to be trended with historic census data. Gadberry's products reveal ground truth about today's population and demographic trends – not an estimate of what may be happening using traditional methods.

Gadberry's flagship product MicroBuild® uses household level demographic data as its primary source and can be extended with other powerful demographic characteristics. Each of the MicroBuild products delivers on the MicroBuild promise of current, accurate, and precise information. No other product even comes close. MicroBuild demographic products are available for all census and postal geographies.

## MicroBuild®

MicroBuild Gadberry's patent-pending product, is unique because only MicroBuild uses consumer data at the rooftop level to deliver household and population counts beginning at the census block level.

MicroBuild is a household geo-demographic product that provides current, accurate, precise, and actionable household, population, and seasonal data for the U.S.

MicroBuild uses multiple national data sources and is the only population product built using name and address as the primary data source.

MicroBuild is built quarterly and is the only population product constructed at census block.

MicroBuild methodology is rooted in a background of consumer data collection, compilation, analysis, mapping and an understanding of how dynamic consumer data can be. The Gadberry Group uses three primary forms of data within its products:

- National consumer name and address files
- United States Postal Service Carrier Route Delivery Statistics data
- U.S. Census data

Using these multiple national data sources, Gadberry creates a baseline household dataset for the nation each quarter representing a combined household universe of over 120 million records. Household techniques are applied to adjust the data for geography specific variances such as group quarters, seasonal populations, and U.S. consumer mobility. The resulting dataset is extremely accurate, created consistently for the entire nation, and can be used with historic Census data. And because it is constructed at the household level it can be extended with other household demographic data.