WHAT MAKES US DIFFERENT

We Built Something Different

Path2Response is the modern innovator in direct-to-consumer acquisition. Four things set us apart.

Recency leader

Data refreshed daily. We see buyers other sources won't see for 15 to 45 days, if at all.

Browse and behavior signals

Online browse and intent signals, joined to real transactions, show intent before it appears in purchase records.

Speed and confidence

Same-day and next-day models, back-tested before they ship.

Expert teams

A team that understands your offer, your seasonality and your objectives.



Most data looks the same. Ours stands out.

BY THE NUMBERS

280M+
U.S. consumers

3B+
real transactions

2.2M
new transactions a day

1.5M
behavior signals a day

55%
of data under 45 days old

112
average response index where clients share results