



The Leader in
Multicultural Marketing

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Welcome to Ethnic Technologies

Ethnic Technologies is the global leader in multicultural marketing, digital applications, research, data enhancements and analysis. The Ethnicenter from Ethnic Technologies is the result of over 40 years of continuous multicultural, religious and language preference research. E-Tech's multicultural and language preference selects repeatedly outperform the competition in accuracy and response rates. Whether in digital applications, mailing, telemarketing or email campaigns, the E-Tech data achieves excellent results.

Featured Products

E-Tech 8.2



Our flagship product, E-Tech appends the following elements to our clients' customer data: Ethnicity, Ethnic Group, Language Preference, Religion...

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E-Tech Assimilation



Assimilation represents the degree to which a Hispanic or Asian individual has adopted the language and culture of the United States.

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E-Tech Affluence



Our Affluence product is the only multiculturally driven affluence indicator on the market.

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The name intelligence at the heart of E-Tech is comprised of first names, middle names, surnames, prefixes and suffixes derived from ethnic name research compiled over more than 40 years. E-Tech also incorporates Enhanced Neighborhood Analytics (ENA) technology, our granular geographic data system. Once E-Tech has analyzed all the available name intelligence, then all of the geographic information, it uses our proprietary, culturally sensitive, expert system logic to predict the ethnicity and other demographics for each individual record. E-Tech can identify more than 180 specific ethnicities within 16 general ethnic groups.

Ethnic Technologies

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eBusiness Websites

Ethnic, Religion, Language Identification

Office Hours Are:

Monday - Friday: 9:00-5:00 EST

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