DOES YOUR DATA PROVIDE A CLEAR NEXT STEP?

Accurate data matching

Unique patented technology enables world-class recognition and integration with consumer demographic data - over 95% match rate which enables more effective targeting and positive campaign ROI.

Largest set of consumer elements to drive insights

Integration of over 4,500 descriptive & derived data elements, updated on a monthly basis.

More accurate insights power improved performance

Drives the most accurate and actionable data intelligence for audience targeting and customer experience – the best on the market.

Audience Propensities

Product Ownership & Usage
- Vehicle Type
- Card Type
- Investor Type
- Insurance Type
- Mobile Device Type
- Type of travel
- Retail Store Type
- Wearable Devices
- Smart Products (IOT)

Financial Indicators
- Net Worth
- Retail Spend
- Heavy Transactors
- Economic Stability

Attitude & Behavior
- Technology Adoption
- Internet of Things (IOT)
- Social
- Mobile
- Green
- Warehouse Club
- Fashion Conscious
- Upscale Hotels

Media Usage
- Email
- Direct Mail
- Outdoor
- Print
- Primetime TV
- Radio
- Mobile
- Internet

Brand Affinity
- Card Issuer
- Footwear Line
- Airline Member
- Manufacturer
- Consumer Electronics
- Apparel Line
- Appliance Line

Financial Asset Propensities
- Liquid Investible Assets
- Retirement assets
- Advice dependency
- Income

Channel Preference
- Direct Mail
- Brick & Mortar
- email
- Phone
- Online

In-Market Timing
- Credit
- Savings & Investment
- Mortgage
- Communications
- Auto Purchase
- Retail Product Categories