

ACCOUNTLINKSM

Link Consumer Interactions to Enterprise Data

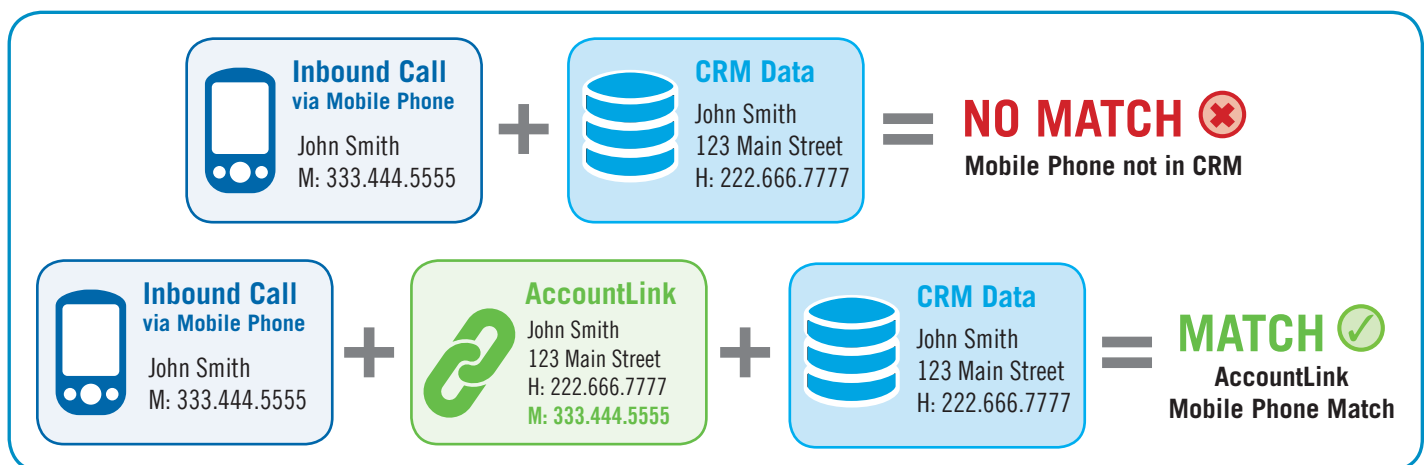
Consumer data is changing faster than ever before — the average U.S. household has 3.8 phone numbers¹ while typical enterprise data systems have only 1.2 phone numbers. As a result, it is increasingly difficult for companies to identify customers and prospects. This means they waste millions of dollars on mishandled calls and do not fully monetize customer interactions over the phone, on the Web and at the point of sale.

TARGUSinfo's AccountLinkSM maximizes your customer interactions by instantly identifying *more* customers and prospects. AccountLink matches your customer's information with TARGUSinfo's authoritative data repository, built on proprietary relationships with nationwide telecommunication service providers. This enables real-time optimization of sales and service processes to improve engagement, service levels and sales.

Identify More Customers and Prospects in Real Time

AccountLink leverages TARGUSinfo's real-time data delivery platform — I.A.N. (Identifiers, Attributes and Network) — to identify more customers and prospects at the point of interaction. The platform accesses TARGUSinfo's data repository to deliver the most up-to-date name, address and phone information — including mobile numbers.

Match Up To 2x More Customers



Key Facts and Figures

- **Data is Changing Quickly:** 9.5% of consumer identifier data changes each month. TARGUSinfo has over 8 billion source records fueling verified linkages between name, address, phone number and email address.
- **Mobile-Only Households are Increasing:** 1 out of 4 U.S. households are wireless-only. TARGUSinfo has unmatched mobile phone coverage for over 220 million verified numbers.
- **Publicly Available Data is Decreasing:** 7% annual decline in publicly available data. TARGUSinfo has over 250 data sources including proprietary relationships with nationwide telecommunication service providers.

1 Source: TARGUSinfo's authoritative data repository

With AccountLink, you will:

- **Identify up to 2x more customers and prospects.** TARGUSinfo continually updates the linkages between consumer name, address and phone information — including over 220 million mobile phone numbers.
- **Access verified mobile phone numbers.** TARGUSinfo has 3.8 phone numbers per household compared to 1.2 numbers in typical enterprise data systems.
- **Contain calls in the IVR.** Decrease operational expenses by identifying more customers and offering them self service option.
- **Maximize customer interactions.** Increase top line revenue by creating targeted consumer messaging based upon rich CRM data, including the ability to leverage third party data already housed in the CRM system.

Discover how TARGUSinfo's AccountLink instantly identifies customers and prospects, improves operations processes, engages customers more effectively and boosts profits. For more information, call **800.6.TARGUS** or visit www.TARGUSinfo.com.