

# BUYING POWER SCORE

## *The Right Product for the Right Prospect*

Don't waste your precious marketing resources targeting prospects who can't afford your product. With **Buying Power Score from TARGUSinfo** you can predict instantly who has the financial capacity to buy your product or service. By matching your promotions and product offers to each prospect based on their purchasing potential, you'll improve your overall conversion rates and return on marketing investment.

This unique household-level score allows you to differentiate between groups of households that look identical demographically, but in fact may have considerably different purchasing power. By taking a combined view of a household's financial resources and financial leverage, Buying Power Score gives you insight into a prospect's economic situation. As a result, you are able to match each prospect to the right product price point and ignore leads who will not be productive.

## *Personalize Your Promotion*

Buying Power Score helps you effectively target your promotions and products to the right prospects. And, using TARGUSinfo's real-time scoring network, you can leverage this vital marketing intelligence at the point of live customer interaction — call center, store or Web site.

## *Who Should Use Buying Power Score?*

Buying Power Score is designed for companies who want to quickly and accurately screen prospects for the ability to buy before initiating a more expensive qualification process. It is ideal for businesses who are selling higher ticket items such as insurance, timeshares, home gyms, continuing education or continuity programs that require regular payments over an extended period of time.

Companies with higher ticket items and/or premium promotion packages should consider Buying Power Score to optimize their marketing spend. Examples include:

- A time share company seeking to determine who should receive a premium weekend getaway offer versus an informational DVD
- A home gym direct marketer who wishes to promote premium gyms to big spenders and economy gyms to budget-conscious households
- An online educator that wants to decide who should get a premium direct-mail package versus a periodic tickler email

## *With Buying Power Score, you can:*

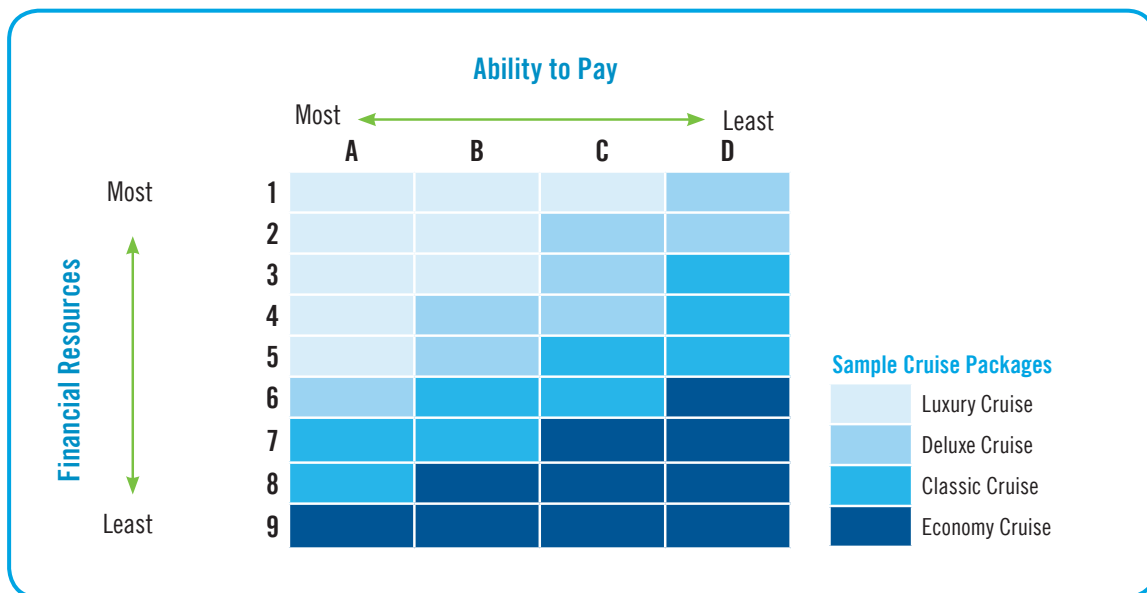
- Target premium promotions to premium prospects
- Match new customers to products at their ideal price points
- Quickly gauge a prospect's price sensitivity
- Reduce follow-up marketing costs by using the right tactics for the right prospects
- Increase your conversion rate and marketing results

## Impact the Top and Bottom Line

Today's consumer has many ways to compare prices and look for the best value. Why target a discount product to a household best suited to a premium alternative? Cost-saving promotions sent to big spenders leaves money on the table while promoting premium price point products to the cost-sensitive consumer can drive them straight to your competition.

The grid below illustrates how Buying Power Score immediately identifies those prospects who are the best match for your highest or lowest price point product or service.

As an example, a cruise line offers everything from weekend economy cruises to the Bahamas to high-end cruises in the Mediterranean. They have an extensive database of past patrons and find this to be a great indicator of who is likely to take a cruise again. However, they don't want to continue promoting economy cruises to vacationers that may be ready for an upgrade. Buying Power Score enables them to determine which households in their database are ready for an upgrade and which should continue to receive promotions for more economical cruises.



## Why Is This Score So Powerful?

Buying Power Score makes your business more competitive by matching the right product to the right prospect — every time. With Buying Power Score, you can quickly and easily adjust your offers and marketing messaging to changes in the market, while maximizing your marketing leverage.

Learn more about how Buying Power Score — and other scores — can fine tune your sales and marketing efforts. Call **800.6.TARGUS** (800.682.7487) or visit [www.TARGUSinfo.com](http://www.TARGUSinfo.com).