

TARGUSinfo[®]
On-Demand Insight

ElementOne Analytics Platform

The Secret to Engaging, Acquiring and Retaining Customers

From the company that first provided real-time identification of consumers at the point of interaction comes a revolutionary approach to qualifying and valuing those same consumers.

The ElementOneSM Analytics Platform delivers insights at the moment you need them, allowing you to not only acquire more customers, but acquire those who will be longtime, valuable customers.

Consumers have become more sophisticated shoppers than ever. They are more informed and share their experiences — both good and bad — at an unprecedented level. As a result, marketers have less time than ever to capture a consumer’s attention and convert them to a customer. Using predictive analytics at the moment of consumer contact helps marketers bridge the gap between the informed consumer and the “flying blind” marketer.

Predictive analytics at the moment of impact is the fastest, most effective way to identify top prospects and customers, driving customer acquisition, customer loyalty and long-term growth.

The Right Knowledge at the Right Time

TARGUSinfo’s cutting-edge approach to analytics delivers customer insights *at the instant that companies need them*. The ElementOne Analytics Platform powers a suite of **five services** that improve marketing and sales performance throughout your company:



Marketing Insights:

Lead a revolution in marketing

strategy using an on-demand platform for customer insight, market analytics and consumer segmentation



Prospect Scoring:

Win the race for new customers using online and offline

prospecting programs tailored specifically to your ideal customer and market profile



Lead Scoring:

Maximize every inbound lead through

real-time decisioning, lead prioritization, offer management and remarketing



Customer Scoring:

Build a fortress around your customers with in-depth analytics and scoring to support retention, cross-sell and upsell campaigns



Site & Market Scoring:

Enhance your retail strategy using advanced analytics and the most robust data for market prioritization, network optimization and site selection

Maximize Predictive Power

Real-Time Delivery

Your Insights, Delivered on Demand

TARGUSinfo provides the ability to access and leverage insights — at the moment you need them. Our real-time scoring network fulfills this need, delivering information for nearly 30 billion interactions a year at subsecond speed.

Rock-Solid Data

Put our Unrivaled Data to Work for You

ElementOne services deliver optimal predictive power by incorporating the most complete and up-to-date:

- Contact information
- Household demographics
- Purchasing habits
- Media usage
- Property and financial profiles
- Web site and ecommerce behavior
- Consumer expenditures by region or market

ElementOne services also provide the most comprehensive coverage available of **hard-to-find consumer and business information**, including information on those with wireless and VoIP phone numbers.

Most Predictive Scoring and Segmentation

Get More Precision with Our Cutting-Edge Methodology

ElementOne services resolve the traditional tradeoff between relevance and actionability. On one hand, off-the-shelf analytics services are one-size-fits-all applications that can only provide limited help in making your marketing more targeted.

On the other hand, customized systems incorporate a wealth of data specific to a business but focus so narrowly on existing customers that they have little applicability to fresh prospects.



Marketing Insights

Sharpen Your Strategy and Improve Day-to-Day Results

The path to measurable marketing success begins with knowledge of your customers and prospects. The clearer your understanding, the greater your ability to identify, plan and execute marketing efforts that engage your targets and grow your business.

Marketing Insights powered by the ElementOne Analytics Platform enable you to identify your most profitable customers and prospects with ultimate precision. We combine your customer history data with our unrivalled consumer information to create segments that are *unique to your business, your target audience and your products/services*.

Revolutionizing Segmentation and Marketing Strategy

For each of your custom-built segments, we describe households' demographic characteristics, attitudes, lifestyles, preferences, purchasing propensities, interests and media usage — so you can create spot-on marketing communications.

You'll see clearly how to reach new customers by understanding their media consumption patterns and locating them geographically. When you do reach them, ElementOne services will help you understand the message or offer that's most likely to drive a profitable response.

Marketing Insights can also be applied to geography for market size and penetration analyses. TARGUSinfo provides the number of households or individuals for each customer segment in any census, postal or custom geography.

The value of this insight extends across your marketing organization, sharpening your:

- **Strategic direction, market sizing and opportunity analysis**
- **Customer acquisition and retention**
- **Media planning**
- **Message and offer crafting**
- **Packaging and product development**
- **Merchandising strategy**

Your unique segments can readily be deployed across any one of our four other ElementOne services — **Prospect Scoring, Lead Scoring, Customer Scoring and Site & Market Scoring** — for optimal marketing results.

Marketing Insights from TARGUSinfo drive more personalized and effective communications, more precise targeting and, ultimately, increased response rates. What's more, you'll minimize the cost of advertising wastage and spare yourself off-target efforts.



Prospect Scoring

Engage Unknown Consumers Like Longtime Customers

What if you could take your cold, purchased and rented lists and bring personalization and focus to your outbound marketing — as if you were engaging longtime customers?

With **Prospect Scoring** powered by the **ElementOne Analytics Platform**, you can assign response scores to telemarketing, email and direct mail lists so you can readily segment and prioritize them. What's more, you can use the scores to drive personalization of messages, offers and promotions.

Unique, Hard-to-Find Data

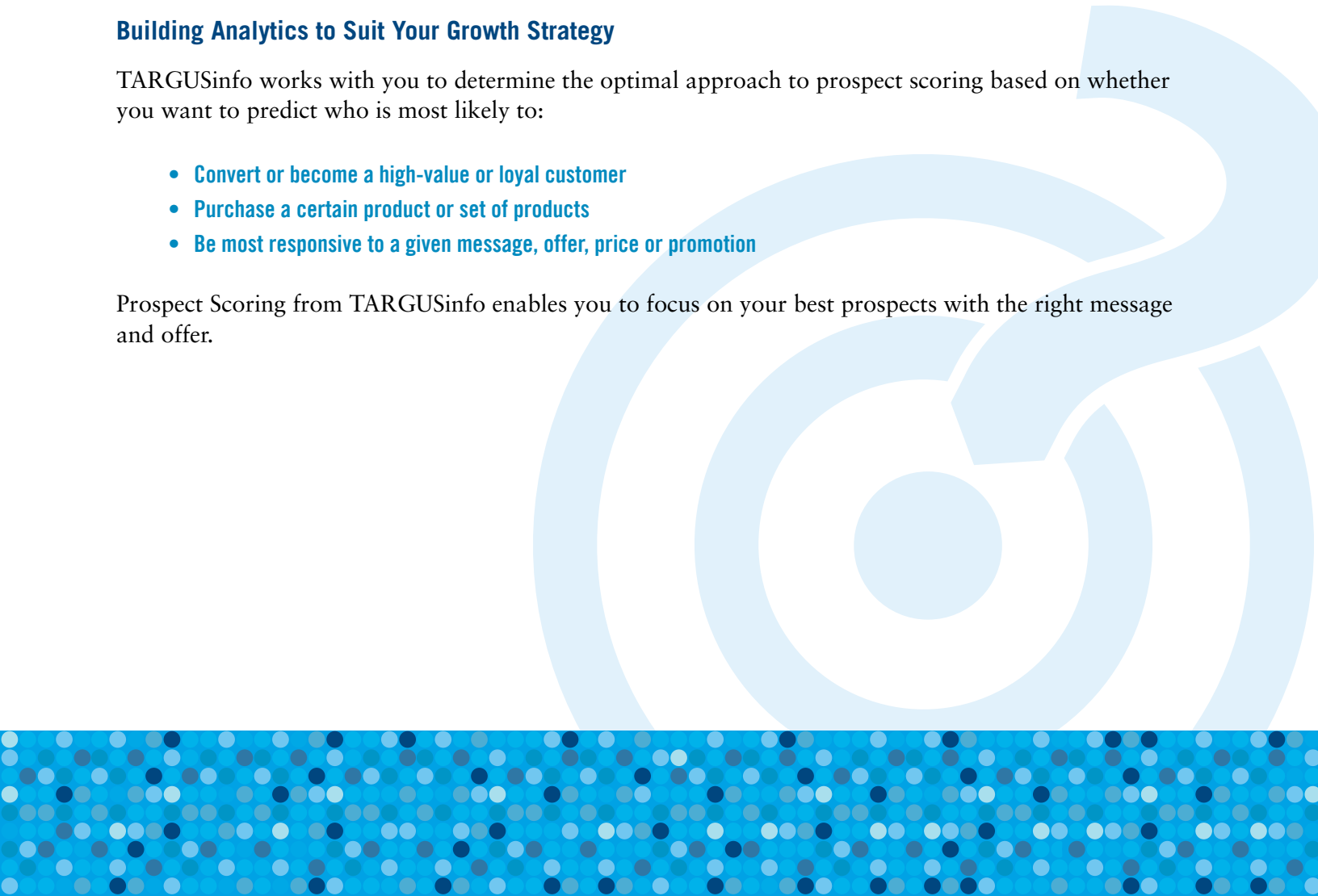
Those same scores bring anonymous Internet users to life by combining the power of the ElementOne Analytics Platform with our ecosystem of ad networks. Assign scores to users so you serve online advertising only to the most relevant target audience. And on a user-by-user basis, you can ensure you serve the most compelling online ad no matter the site or contextual content.

Building Analytics to Suit Your Growth Strategy

TARGUSinfo works with you to determine the optimal approach to prospect scoring based on whether you want to predict who is most likely to:

- **Convert or become a high-value or loyal customer**
- **Purchase a certain product or set of products**
- **Be most responsive to a given message, offer, price or promotion**

Prospect Scoring from TARGUSinfo enables you to focus on your best prospects with the right message and offer.





Lead Scoring

Focus on Your Most Profitable Prospects

Conversion rates suffer when experienced salespeople chase bad leads, yet it happens every day. That's because, in most marketing and sales environments, it's impossible to know which leads are promising and which are a waste of time and money.

With **On-Demand Lead Scoring powered by ElementOne**, you can instantly identify and qualify leads at the very moment they are interacting with you — whether it's over the phone, on the Web or at the point of sale. Our on-demand scores instantly predict which leads are most likely to:

- **Convert**
- **Become high-value customers**
- **Respond to upsell or cross-sell offers**

Subsecond Scoring on a Network Delivering 30 Billion Transactions per Year

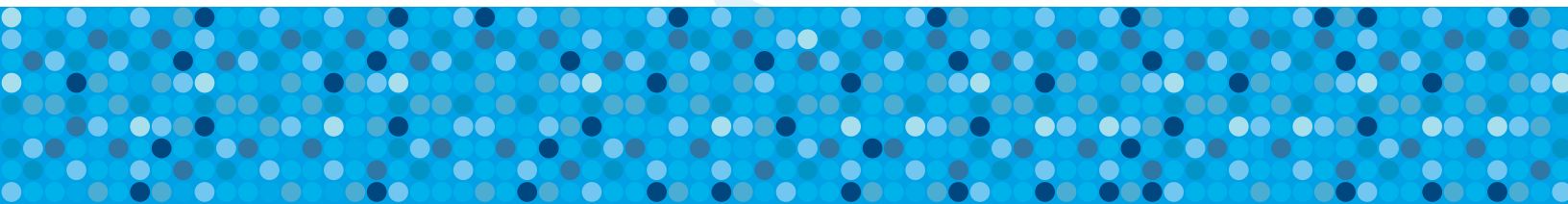
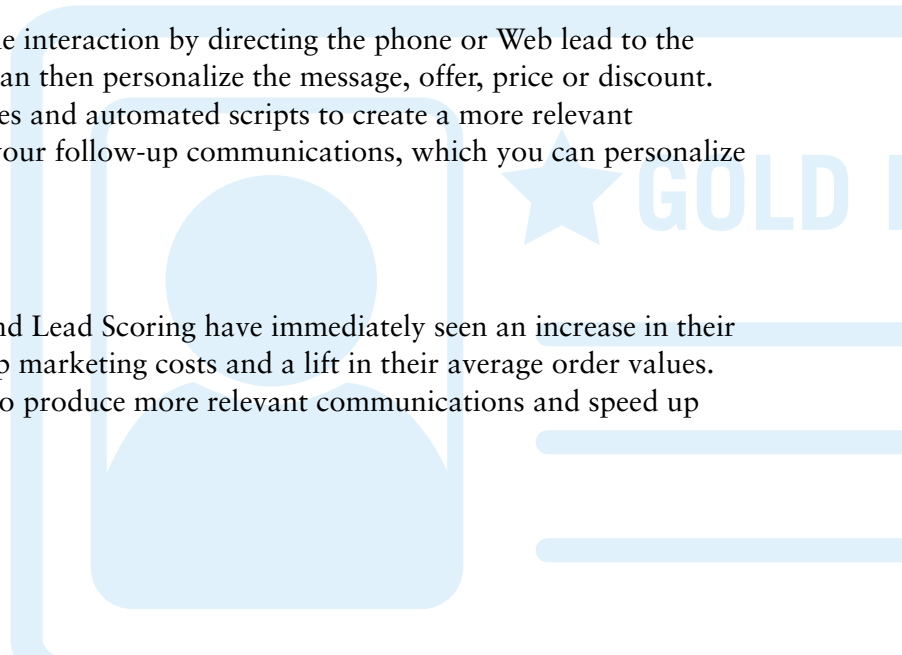
Make Smarter Automated Decisions

TARGUSinfo provides insight on each lead *at the instant it arrives*. First, we verify the contact information against our unrivaled data, ensuring that each lead is actionable. In the same fraction of a second, we score the customer or prospect based on a custom-built predictive model or set of segments.

For each lead, the score enables you to start the interaction by directing the phone or Web lead to the agent best equipped to handle that lead. You can then personalize the message, offer, price or discount. Lead scores can instantly fuel your offer engines and automated scripts to create a more relevant dialogue. The insight flows just as easily into your follow-up communications, which you can personalize based on lead scores.

Lead Scores Add up to Business Growth

Companies who have implemented On-Demand Lead Scoring have immediately seen an increase in their conversion rates, a reduction in their follow-up marketing costs and a lift in their average order values. What's more, our lead scores will enable you to produce more relevant communications and speed up your sales cycle.





Customer Scoring

Harvest More Cross-Sell and Upsell Opportunities

For a speedy, direct route to increased profitability, it's hard to beat organic growth. Many of your customers are also your best prospects — if you can determine which of your products and services are most relevant to them. **Customer Scoring powered by the ElementOne Analytics Platform** makes it easy.

Upgrade Your Understanding of New and Existing Customers

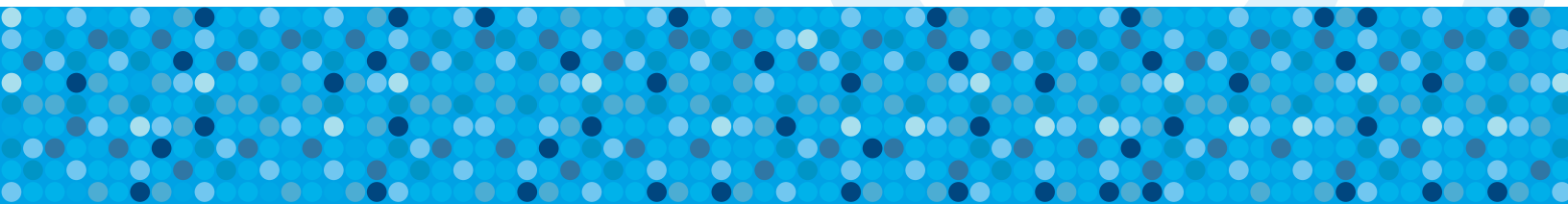
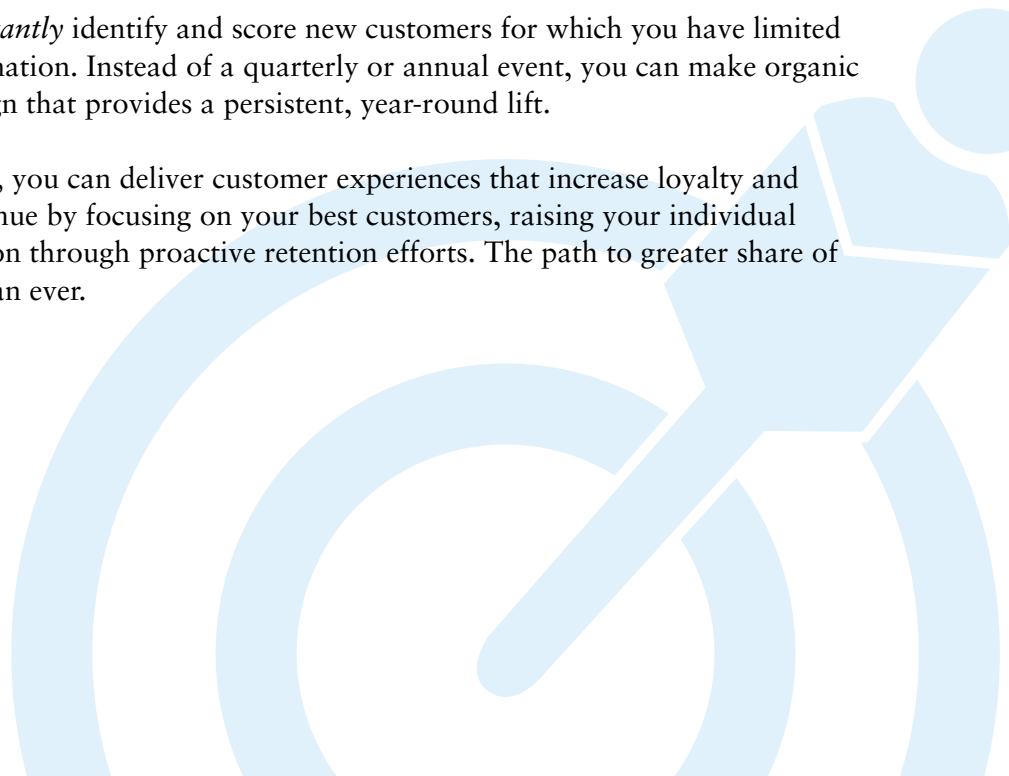
With our ability to score household-level customers at a far higher rate than alternate systems, you can more accurately target households in your CRM database for **cross-sell and upsell** opportunities. With this strategy, you'll provide optimal customer experiences with personalized communications.

Predictive Analytics for MultiChannel Marketing

Scores from TARGUSinfo ensure that you send the most relevant message, offer or promotion in the preferred communications channel for each customer. You can identify the most valuable customers in your CRM database based on criteria specific to your business. You can even identify customers who are most likely to churn so you can proactively engage them in **retention** efforts.

The approach also enables you to *instantly* identify and score new customers for which you have limited transaction history or no other information. Instead of a quarterly or annual event, you can make organic growth a constant marketing campaign that provides a persistent, year-round lift.

With TARGUSinfo Customer Scoring, you can deliver customer experiences that increase loyalty and satisfaction. You'll capture more revenue by focusing on your best customers, raising your individual customer value and preventing attrition through proactive retention efforts. The path to greater share of wallet is clearer, shorter and easier than ever.





Site & Market Scoring

Predict with Confidence Where You Will Grow

Marketers make few decisions more important than identifying new markets for expansion and existing markets for further development. When you are prioritizing sites for expansion or consolidation activities, you need to know that you can trust the data that drives these decisions.

Site & Market Scoring from TARGUSinfo helps provide the most complete and current view of your potential revenue from each existing or proposed location. Fueled by the ElementOne Analytics Platform, our scores enable you to estimate new store sales for sites under consideration and evaluate store performance against demand potential.

Identify Lucrative, High-Growth Areas

Focus on the Most Predictive Information

Accuracy of site potential scores is heavily dependent on the data used to build those scores. TARGUSinfo's unique approach to creating demographic estimates and projections by factoring in constant updates from the US Postal Service ensures that newly developed areas or those in rapid decline are clearly identified. Using Census-based data only misses these population shifts and increases the probability of poor site decisions.

In addition to accurate demographic data, other key factors include heavy concentrations of high-value customers and prospects, as well as external measures such as traffic counts, business counts and proximity to shopping centers.

With this reliable insight, we ensure that you focus your investment for maximum return. Our site and market scores enable you to determine growth potential, prioritize markets and even define and value franchise territories down to the street level. This uniquely predictive scoring methodology is delivered via an easy-to-use, Web-based analytics tool.

A Ground-Breaking Approach — Delivering Both Precision and Actionability

By combining your customer-history information with our unmatched consumer information, TARGUSinfo creates custom segments for your business through a rapid roll-out methodology.

This approach increases your effectiveness by blending the coverage and actionability of off-the-shelf analytics services with the precision of a custom engagement. The result is *greater predictive power*, which can be applied across any of our five ElementOne services — enabling you to more effectively engage both customers and unknown prospects.

Start with Better Building Blocks

The ElementOne Analytics Platform is built on a robust set of 232 unique elements, or building blocks. These elements are far more homogenous than standard off-the-shelf segments, which means that households in each element are more likely to exhibit similar behavior than with one-size-fits-all segments.

Using your customer transaction, campaign history and/or survey data, as well as our unmatched coverage of household information, TARGUSinfo determines which elements exhibit similar behavior when it comes to your business. Then TARGUSinfo uses these similarities to collapse elements into strategic groups and tactical segments that are more predictive than any off-the-shelf segment.



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Site & Market Scoring

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ElementOne Analytics Platform

More on ElementOne services

To see a demo of ElementOne services,
contact us today at **800.6.TARGUS** (800.682.7487).



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