

ON-DEMAND 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 the ElementOneSM Analytics Platform**, you can instantly identify, verify 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*

Make Smarter Decisions

TARGUSinfo provides insight on each lead *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 lead 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 dialog. The insight flows just as easily into your follow-up communications, which you can personalize based on lead scores.

Put Our Unrivaled Data to Work for You

You'll get optimal predictive power from our On-Demand Lead Scoring services, which are built on 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*

TARGUSinfo provides unique, hard-to-find consumer and business information, including the most comprehensive coverage of wireless and VoIP phone subscribers.

ON-DEMAND LEAD SCORING

Most Predictive Scoring and Segmentation

By combining your customer history information with our unmatched consumer information, we build a predictive model or set of target-audience segments through a rapid roll-out methodology. The result is *greater predictive power* with lead scores that are *unique to your business, your target audience and your products/services*.






Your Insights, Delivered on Demand

TARGUSinfo has a cutting-edge approach to analytics that lets you *instantly* score leads the moment they contact you. With this powerful information *available at the moment of interaction*, you'll be able to personalize your customer experience and maximize your opportunity to turn interest into a sale.

The Secret to Engaging, Acquiring and Retaining Customers

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

The predictive power of our analytics platform can be deployed across any one of our five ElementOne services for optimal marketing results:

 <p>Marketing Insights</p>	 <p>Prospect Scoring</p>	 <p>Lead Scoring</p>	 <p>Customer Scoring</p>	 <p>Site & Market Scoring</p>
<p>Lead a revolution in marketing strategy using an on-demand platform for customer insight, market analytics and consumer segmentation</p>	<p>Win the race for new customers using online and offline prospecting programs tailored specifically to your ideal customer and market profile</p>	<p>Maximize every inbound lead through real-time decisioning, lead prioritization, offer management and remarketing</p>	<p>Build a fortress around your customers with in-depth analytics and scoring to support retention, cross-sell and upsell campaigns</p>	<p>Enhance your retail strategy using advanced analytics and the most robust data for market prioritization, network optimization and site selection</p>
<p>ElementOne Analytics Platform</p>				

With your *unique* set of lead scores from TARGUSinfo, you'll increase your conversion rates, reduce follow-up marketing costs and boost average order values. What's more, our lead scores will enable you to produce more relevant communications and speed up your sales cycle.

To learn more about our On-Demand Lead Scoring services, contact us today at **800.6.TARGUS (800.682.7487)**.