

MARKETING INSIGHTS



SHARPEN YOUR MARKETING STRATEGY AND 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 target audience and grow your business.

Marketing Insights powered by the ElementOneSM Analytics Platform enable you to identify your most profitable customers and prospects with ultimate precision.

Your Own Segments, Created through a Rapid Roll-out Methodology

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*.

For each of your custom-built segments, we describe household 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

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

Put Our Unrivaled Data to Work for You

You'll get optimal predictive power from our Marketing Insights, 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

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Your Insights, Delivered on Demand

TARGUSinfo has a cutting-edge approach to analytics that lets you *instantly* identify the segment associated with any given customer — current or potential — the moment they contact you, whether it's on the phone, over the Web or at the point of sale.






With this powerful information *available at the moment of interaction*, you'll be able to personalize your customer experience, deliver the most relevant message or offer, increase conversion rates and lift order values.

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 we use these similarities to collapse elements into strategic groups and tactical segments that are more predictive than any off-the-shelf segment — for customers and unknown prospects alike.

Your unique segments can readily be deployed across any one of our other four 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>				

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 waste and spare yourself off-target efforts.

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