

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 ElementOneSM 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.

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*

Put Our Unrivaled Data to Work for You

You'll get optimal predictive power from our Prospect 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.

PROSPECT 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 prospect scores that are *unique to your business, your target audience and your products/services*.

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:



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

ElementOne Analytics Platform

With your *unique* set of prospect scores from TARGUSinfo, you'll be able to focus on your best prospects with the right message, offer and communication channel.

To learn more about our Prospect Scoring services, contact us today at [800.6.TARGUS \(800.682.7487\)](tel:800.6.TARGUS).