

# ON-DEMAND INSIGHTS FOR RETAILERS

*TURN CONSUMERS INTO CUSTOMERS. TURN CUSTOMERS INTO ADVOCATES.*

You spend precious marketing dollars to capture consumers' attention — but often times, you struggle to show a strong return on your investment. With today's shrinking budgets and increased accountability, it's imperative that you find solutions that drive measurable results.

By wielding actionable consumer insights from TARGUSinfo throughout the customer acquisition lifecycle, you can **identify**, **reach**, **convert** and **grow** your most valuable customers for a real return on your investment.

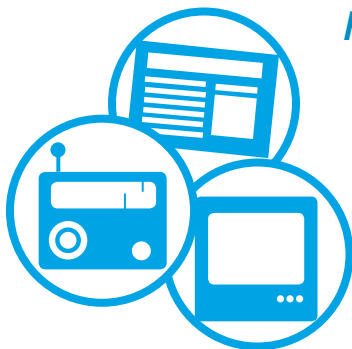


## IDENTIFY

### Target Prospects with Razor-Sharp Precision

Retailers that focus on the right prospects — potentially high-value customers — are likely to increase conversion rates and better allocate resources. We can help you identify these customers with a new approach to targeting and segmentation.

You don't have to be confined by one-size-fits-all segmentation systems or custom models that are difficult to implement. Using predictive analytics, a superior data repository and your own customer data, TARGUSinfo creates prospect segments customized to your business — and actionable across your organization.



## REACH

### The Right Message. At the Right Time. In the Right Place.

Competition for consumer attention has grown increasingly fierce as the media landscape has become more fragmented. We can tell you where your high-value prospects live, what media they consume and what interests they have. You can use

this information to target prospects with the most relevant message, offer and communication channel.

## With TARGUSinfo On-Demand Insights, you can:

- **Increase high-revenue traffic** by targeting your most valuable prospects with razor-sharp precision
- **Convert more prospects to customers** by instantly routing prospects to the most appropriate location and quickly following up with hot leads
- **Rapidly approve more good transactions** by instantly verifying the accuracy and relationship of the contact information submitted within an order
- **Reduce promotion costs** by focusing resources on your best opportunities
- **Retain and grow your customer base** by refining merchandising strategies, creating highly relevant promotions and identifying cross-sell and upsell strategies
- **Make decisions with confidence** by tapping into the industry's best consumer data — comprised of over 100 data sources, many of them proprietary

TARGUSinfo can also help breathe new life into your direct marketing efforts with our high-quality lists — including daily feeds of new movers. We can deliver lists by geography and can even overlay your segment codes, enabling you to focus your efforts and tailor messages and offers.



## CONVERT

### Identify the Best Location Every Time

When consumers call or visit your Web site, it's critical that you give them a rewarding experience. If you can't route them to your nearest location or tell them which one best fits their needs, you may lose them forever. With TARGUSinfo **On-Demand Location<sup>SM</sup> services**, you can pinpoint a customer's location within a radius of 105 feet, whether you're routing callers to local call centers or providing a listing of your locations.

### Verify Transactions with Confidence

Approving Web and phone-based transactions *quickly, accurately* and *cost-effectively* can be a challenge — but it doesn't have to be. By instantly verifying the relationship and accuracy of the name, address and phone number submitted by customers you can save time, money and resources.

Go beyond verification sources that rely on publicly available data that are often times inaccurate and out of date. With **On-Demand Verification<sup>SM</sup> services** from TARGUSinfo, you can instantly approve legitimate transactions with confidence — including transactions submitted with wireless and nonpublic numbers.

### Don't Let Hot Prospects Get Cold

Prospects who show interest but don't purchase are often still viable prospects. Marketers must seize the opportunity to follow up with these consumers in a timely, relevant and personalized way — while their interest level is still high.

TARGUSinfo can help you increase your marketing velocity by quickly sending a personalized direct mail piece to prospects who didn't convert — within 48 hours — even to those who didn't provide a name or address. Reaching out to them quickly and with the right offer will dramatically boost your overall customer conversion rate.



## GROW

### Keep Your CRM Database Clean — and Actionable

It's a constant challenge to keep your consumer records current for your CRM program. With our unmatched coverage of consumer data, you can keep your database clean, reach the maximum number of consumers, minimize wasted efforts and lower costs.

We enable you to quickly build up your CRM database by instantly capturing name and address information with just a phone number provided at the point of sale, on the Web or over the phone. With this highly accurate and up-to-date contact information, you can continue to grow your customer loyalty program — quickly and confidently.

And we can ensure that your data is *actionable*. TARGUSinfo can add missing contact information to your CRM database, as well as correct inaccuracies and outdated information. We can even tell you who has moved and provide a new address.

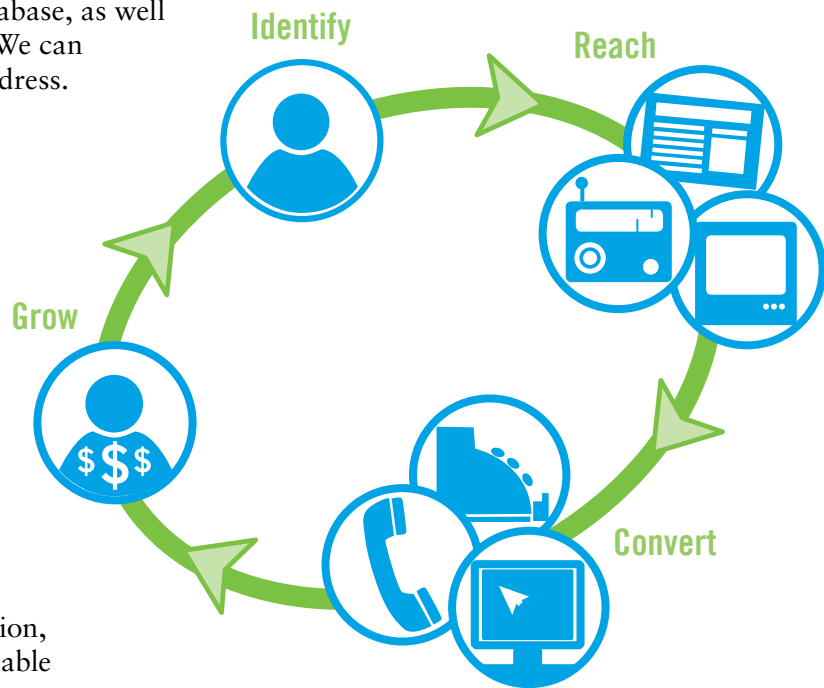
### Expand Your Customer Base

It's more cost effective to retain and grow an existing customer than it is to find a new one. TARGUSinfo can identify your best customers and help you better understand how they'll respond to certain promotions and offers. With predictive analytics, we'll help you refine product strategies, improve loyalty programs, identify cross-sell and upsell strategies and uncover insights that will motivate more personalized communications.

### Get the Results You Seek

Truly knowing your customer is the key to acquisition, retention and growth. TARGUSinfo delivers actionable consumer insights no matter the touch point.

Throughout the customer lifecycle our insights enable you to achieve greater return on your marketing investment — measured by better campaign response rates, higher customer traffic, increased buying frequency and new-found efficiencies.



### Cutting-Edge Insights for Site Planning

TARGUSinfo lets you tap into our deep demographic information and comprehensive coverage of US households to accurately **determine geographic growth potential, prioritize markets** and **focus investments**. This is the first and only solution to use constantly updated delivery data from the US Postal Service so that you can pinpoint lucrative high-growth areas.



TARGUSinfo<sup>®</sup>

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