

# SECONDAPROACH AUTOMATED REMARKETING SERVICES

## Tap into a New High-Quality Lead Source

You spend millions of dollars to trigger a response. The real challenge lies in successfully converting each high-value prospect into a customer. There are many reasons why a caller might not purchase — a dropped call, a last-minute change of heart or simply shopping around.

Many companies throw away these hand-raisers because they aren't able to capture contact information. Now you can turn these lost contacts into highly motivated leads with **SecondApproach<sup>SM</sup>** automated remarketing services from TARGUSinfo.

## A Turnkey Solution

SecondApproach services use our unrivaled consumer data to automatically send *next-day* communications to daily feeds of nonconverting callers.

Simply send us the phone numbers of callers who did not purchase and we'll take care of the rest. We'll append a verified name and address, and either:

- Print and send personalized mail pieces to prospects using your artwork — within 24 hours
- Return the names and addresses to you — with additional intelligence — to fuel other follow-up activities such as outbound calls and emails

### With SecondApproach services, you can:

- **Discover a new source of hot leads** by tapping into our unrivaled consumer data that gives you insight into your known prospects
- **Increase your marketing velocity** by sending personalized mailers to callers within 24 hours of first contact — while their interest is still high
- **Win more customers** who expressed an interest but didn't purchase
- **Qualify each inbound lead** using your customer data and business rules

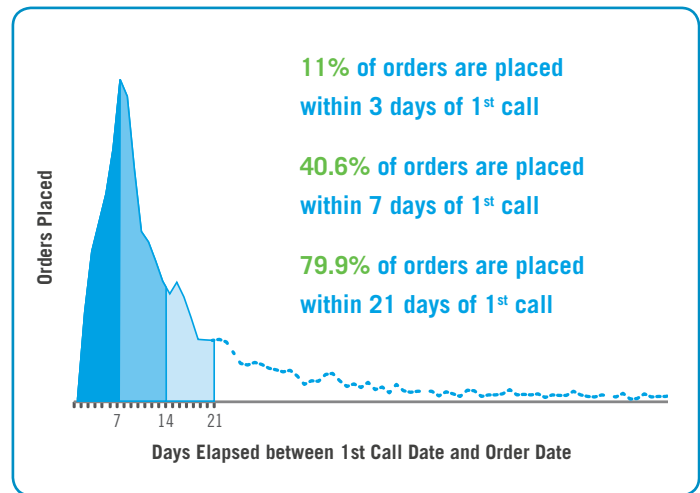
## Total Time to Reach Prospect – 3–5 days



## Increase Your Marketing Velocity

You might already have a follow-up marketing process in place but, in today's demanding environment, every hour counts. The longer you wait, the more likely prospects will turn to the competition.

SecondApproach services let you *rapidly and automatically* reach back out to your nonconverting prospects within 24 hours — well before they go cold.



Research shows that hand-raisers who don't purchase quickly lose interest after their initial contact. Over 40% lose interest within 7 days.

## Proven Results

SecondApproach services significantly boost your customer acquisition efforts. Our clients have already seen significant return on their marketing investment.

## Metrics Table

Automated Remarketing Compared to Other Customer Acquisition Activities

	Business as Usual	SecondApproach Automated Remarketing
Direct Mail Response Rate	0.5% - 1.5%	2% - 4%
Outbound Telemarketing Conversion Rate	1.5% - 2%	5% - 7.5%
Cost Per Acquisition	\$120 - \$150	\$30 - \$90
Remarketing Lift	0%	26% - 68%

For more information on how SecondApproach services can increase your marketing efforts, contact us at **800.6.TARGUS (800.682.7487)** or visit [www.TARGUSinfo.com](http://www.TARGUSinfo.com).