

FREQUENTLY ASKED QUESTIONS

What is TARGUSinfo?

TARGUSinfo is the leading provider of On-Demand InsightSM about consumers and businesses. We deliver the right knowledge at the right moment, enabling organizations to identify, verify, locate and value their prospects and customers. The results? Increased customer-acquisition rates, reduced costs and greater customer value

What does the company do?

We deliver information that drives customer value in every interaction with customers and prospects. At the moment organizations need it, TARGUSinfo provides an unmatched view of consumers and businesses through the unique combination of our superior data repository, sophisticated analytics platform and real-time technology. Whether it's verified contact information or a data-driven view of customers, organizations can leverage these insights about their prospects and customers in real time, no matter the touch point — on the Web, over the phone or at the point of sale.

Millions of times every day, our customers are able to treat unknown prospects like longtime customers, score and prioritize inbound leads, provide Caller ID, ensure quality for lead generation, add confidence to risk-management decisions and make call routing more accurate and reliable.

How do organizations benefit from TARGUSinfo?

With the right knowledge about a prospect or customer at the right moment, our information services help organizations increase revenue, create more satisfying experiences, save money through better efficiency and improve the return on their CRM and marketing investments.

What specific products or services does TARGUSinfo provide?

Four key service suites:

On-Demand Identification — Provides identification services for consumer-initiated transactions so that organizations can 1) supply the name associated with a caller's telephone number for consistent Caller ID display on any communications device such as a phone handset, television or computer or 2) capture name, address and telephone information about the customers and prospects contacting them.

On-Demand Verification — Confirms more records than other companies' information services because of our access to the US Telecommunications Network. We help organizations improve their decision making in three strategic functions: 1) risk management by identifying the lower-risk transactions so that further verification expenses can be minimized, 2) lead verification by determining if a lead should be accepted or rejected to maximize metrics impacted by lead quality and 3) customer retention by confirming customer and prospect name, address and telephone information for precise CRM.

On-Demand Qualification — Makes identification and verification even more actionable with demographics and lifestyle scores for profiling and segmenting, which can be used to drive acquisition, CRM and remarketing efforts. Using our ElementOneSM Predictive Analytics Platform, we provide services that deliver marketing insights, lead scores, prospect scores, customer scores and site scores. Our rock-solid data includes household demographics, purchasing propensities, and media usage, property and financial profiles and consumer expenditures by region or market.

On-Demand Location — Connects customers and prospects with organizations in two primary ways: by 1) providing them with the locations of stores, restaurants or services over the phone or on the Web or 2) routing their calls to the most appropriate locations or agents based on caller locations or caller profiles.

Where does TARGUSinfo get its data?

TARGUSinfo has built a proprietary network of more than 100 data sources to ensure that we provide the most current contact information available.

How good is TARGUSinfo data?

It's the industry's best and we can prove it. We use a patented process to correlate data drawn from our proprietary network to deliver the most complete and accurate name, address and phone data possible. With more than 100 sources of consumer and business information, our services ensure that our customers' data is accurate and up to date.

What are the potential ramifications of using low-quality data?

Revenue loss. According to *DM News*, undeliverable mail alone costs direct marketers more than \$6 billion a year. That number can grow by a factor of hundreds if you consider all US businesses' losses from lost sales, customer-acquisition problems, failed CRM initiatives, inefficient call centers, missed cross-sell/up-sell opportunities, undelivered mail, logistical nightmares and more.

How many transactions does TARGUSinfo process?

We process what will soon be over 100 billion real-time transactions annually while maintaining extremely high standards for service.

What markets does TARGUSinfo serve?

Telecommunication providers (including cable companies, ILECs, CLECs and VoIP and wireless providers), retail and financial services companies, online ad networks, solution providers offering lead generation, call-center outsourcing and similar services and government agencies.

Does TARGUSinfo offer any information services beyond phone, name and address?

For virtually every US phone number, we can deliver, in real time, key data attributes including location, demographics, predictive buying attributes and risk-assessment factors.

How frequently is the data updated?

Our data foundation is updated 10 times every day, ensuring that customers have the most current information possible.

Why update so frequently?

Data is constantly shifting. More than 18 million US households and businesses move every year. Phone numbers get recycled in as little as 30 days. Every year, 4.7 million people get married and 1.9 million get divorced. Your customer and prospect data simply never stops changing or needing verification.

How are TARGUSinfo information services different from competitor services?

TARGUSinfo possesses a unique ability to deliver precise, relevant and actionable information to our customers because of three key features: superior data, advanced predictive analytics from our ElementOne Analytics Platform and real-time technology that compiles and delivers this information whenever and wherever our customers need it.

Can I see a demo of how it works?

Yes. If you would like to experience our data in real time via our full-featured live demo, please contact your Sales Representative at 1.800.6.TARGUS (800.682.7487) or e-mail sales@TARGUSinfo.com to discuss a solution that best fits your organization.

How many customers?

More than 800 customers initiate what will soon be over 100 billion queries annually.

Who are some TARGUSinfo customers?

Sony, Jenny Craig, Cablevision, Daystar Television Network, Dealix, Accuquote, Giant Eagle, Audience Science, Meineke, Nordstrom, GE and Vonage to name a few. Please visit our Web site for a list of more customers and case studies.

Where is TARGUSinfo headquartered?

8010 Towers Crescent Drive
Fifth Floor
Vienna, VA 22182

Is TARGUSinfo publicly traded?

No, we're private and highly profitable.

When was the company founded?

1993.

Who heads the company?

Dr. George G. Moore, Co-Founder and CEO.

How many employees?

More than 160.