

## FACTS AT A GLANCE

### Founded

1993

### Headquarters

Vienna, Va.

### Employees

More than 200

### Who We Are

TARGUSinfo is the leading provider of On-Demand Insight<sup>SM</sup> 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 We 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 We Do It

To provide this unique level of service, TARGUSinfo has built a data repository in partnership with a variety of sources, including the US Telecommunications Network — making our information exceptionally precise, comprehensive and up to date. Drawing from a proprietary network of more than 100 data sources, TARGUSinfo uses patented processes to link together the most complete and accurate name, address and phone data possible. Those linked elements also connect to predictive buying attributes and risk-assessment factors such as location, household demographics, purchasing and media usage, property and financial profiles and regional and market expenditures. Driven by the superior predictive performance of the ElementOne<sup>SM</sup> Analytics Platform and delivered at the instant a prospect or customer contacts our clients, this data is transformed into actionable insight by businesses.

The ElementOne Analytics Platform blends the consistency and structure of pre-built, socio-demographic analytics with a high degree of customization and dynamic data updating. Incorporating an organization's own customer data, we optimize our customers' analysis for individual campaigns, organizational objectives and industry insights.

Real-time query-and-response technology compiles and delivers this exceptional data to TARGUSinfo customers in sub-second speed, wherever and whenever our customers need it.

## Markets Served

- **Telecommunication Providers**, including cable companies, ILECs, CLECs and VoIP and wireless providers.
- **Retail** including direct-response marketing, franchisors and household services.
- **Financial Services**, including insurance, banking and credit-card providers.
- **Online Marketing and Commerce**, including ad networks; lead aggregators, buyers and platforms; online merchants and payment service providers.
- **Government**, including public sector agencies that need to conduct investigations, serve emergency notifications or manage CRM initiatives.
- **Solution Providers** offering call-center outsourcing, data aggregation and other services.

## Web Address

[www.TARGUSinfo.com](http://www.TARGUSinfo.com)

## Ownership

Private and highly profitable

## Customers

More than 800 TARGUSinfo customers initiate 32 billion on-demand queries annually. They include:

Windstream	Jewelry Television
Angel.com	LinkShare
Authentify	Levenger
Ashworth University	Meineke
Blizzard Interactive	National Center for Missing & Exploited Children
Bresnan Communications	Nordstrom
Cablevision	Nutracore
Certified Tire	ShopNBC
Daystar Television Network	Sony
Domino's Pizza	Tri State Insurance
General Electric	Two Men and a Truck
Giant Eagle	Vonage
Goodyear	

## Senior Management

**Dr. George G. Moore**

Co-Founder and Chief Executive Officer

**James D. Shaffer**

Co-Founder and Executive Vice President, Technology

**Dennis Ainge**

Executive Vice President, Corporate Development

**Mike Sullivan**

Chief Financial Officer

**Tom Gellenthien**

Chief Counsel

**Ross Shanken**

Executive Vice President, Strategic Initiatives

**Joy Nemitz**

Senior Vice President, Market Development

**Craig Schmackpfeffer**

Vice President, Engineering

**Joe McNulty**

Vice President, Client Services

## Solutions

TARGUSinfo services help companies in many ways, including:

**On-Demand Identification** — providing 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** — confirming customer and prospect name, address and telephone information for better decisions and precise CRM. This data can be further enhanced with missing information and predictive scores.

**On-Demand Scoring** — making identification and verification even more actionable with demographics and lifestyle scores for profiling and segmenting, which can be used to drive CRM and remarketing efforts. Using our ElementOne Predictive Analytic Platform, we provide services that deliver market insights, lead scores, prospect scores, customer scores and site scores. Our rock-solid data includes household demographics, purchasing and media usage, property and financial profiles and regional and market expenditures.

**On-Demand Location** — connecting 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.

## Competitive Differentiation

TARGUSinfo possesses a unique ability to deliver precise, relevant and actionable information to our customers because of three key differentiators: 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.

**Superior Data** — Business and consumer information is organic, not static. People move and change their names, records are updated and phone numbers are disconnected, every second of every day. In order to keep up with this flow and deliver the right insight for customer- and prospect-initiated transactions, we've created an innovative data repository that is as dynamic as the information it manages. It receives constant feeds throughout the day from more than 100 different sources and the entire repository is completely updated 10 times every day.

With this constant, massive influx of information — much of it proprietary — TARGUSinfo ensures our name, address and phone data has unequaled accuracy, currency and coverage. TARGUSinfo links this core data to a broad range of information, including location, demographics, predictive buying attributes and risk-assessment factors.

**Next-Generation Predictive Analytics** — Designed by a team of industry and technical experts, the ElementOne Analytics Platform blends the market coverage and stability of syndicated approaches with the granularity and relevance of custom approaches. Incorporating an organization's own customer data, the analytics are specific to their business, thus increasing lift and improving the return on marketing investments.

**True Real-time Technology** — Business occurs On-Demand — and so do your business needs. We realize that having exceptional data is meaningless if you don't have an equally powerful delivery method. Therefore, we've developed a data-transfer network that is unmatched — processing, accessing and delivering the most current information possible.

TARGUSinfo is the only solution provider that *compiles and delivers* information at the moment we're queried, in sub-second speed. Every transaction sent through our network is linked to unique data tables — allowing us to rapidly assemble the needed information and return it to you in milliseconds.

Handling close to 80 million transactions every day, our powerful network has unrivaled capacity to handle even the most demanding volumes. So whether it's one record or one million queries, our network processes and returns the information instantly.

## Contact

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