



Customer Intelligence Profiles

Profile your best customers and find new prospects just like them.



Infinity Direct

**Learn** more about your best customers

**Find** high-value prospects in your trade area

**Advertise** more efficiently and effectively



Tired of casting a wide net trying to capture customers? That's expensive and in reality, not everyone is a good prospect. With the rising costs of advertising and tighter profit margins, you need a way to find prospects that have a higher propensity to buy your products. You need Insight.

## **Insight™ Customer Intelligence Profiles from Infinity Direct**

Insight is a service that profiles your current customers by using your database of names and addresses and then matches them against our comprehensive database of U.S. business or consumer information.

Insight gives you the kind of business intelligence you need to:

- Quickly target high-value prospects
- Maximize your return on marketing investment
- Improve response rates
- Lower acquisition rates
- Grow your business without spending a fortune on advertising

## **Deep Market Analysis**

Insight Customer Intelligence Profiles provide 45 pages of detailed business intelligence. The report provides a summary on primary demographics including frequency bar charts and penetration index tables representing the results of the analysis.

This real-world market perspective gives you valuable insight into what kind of consumers and businesses are in your trade area and identifies the individual prospects that match your best customer traits.

Provides business intelligence for:

### **Sales Force Management**

- Deploy and manage sales people based on high-value customer/prospect clusters
- Utilize Insight report to acquire live leads and distribute based on territories

### **Media Placement**

- Identify high-traffic routes for outdoor billboard advertising
- Pinpoint local marketing for print and indoor advertising
- Target clusters for personalized direct mail using specific local information

### **New Territory Selection**

- Using the Insight profile, map high concentrations of matching prospects in order to expand or open new business territories

## Sample from Insight Customer Intelligence Profile

Customer Intelligence Profiles

Infinity Direct

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### Who are my customers?

**Customers**

Records Uploaded	2,563
Total Records Matched	1,882
Unique Records Matched	1,879
Match Rate	73%

*Your customers are most highly concentrated in these demographic segments.*

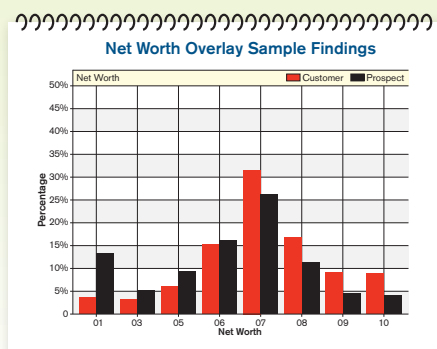
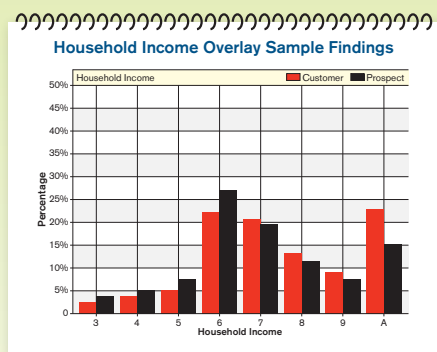
Demographic	Value/Range	Percent
Region	West North Central: IA, KS, MN, MO, NE, ND, & SD	100%
SCF (3 Digit Zip Code)	St Paul, MN	99%
Home Ownership	Definite owner	95%
Dwelling Type	Single	94%
Direct Mail Responder	Double/Multiple	77%
Mail Responsive Buyer	Multiple mail buyer	74%
Credit Card	Bank Card	65%
Marital Status	Married	62%
Adults in Household	Two Adults	55%
Gender	Male	53%

### Who are my best prospects?

*Insight determines the best prospects in your trade area based on the characteristics of your customer's profile.*

Defined Trade Area	Total Prospects
Recommended Prospects	92,118
Premium Select Targets	4,540
Preferred Select Targets	4,530
Select Targets	9,050

The actual number of records available in each group may differ slightly due to file updates and adjustments.



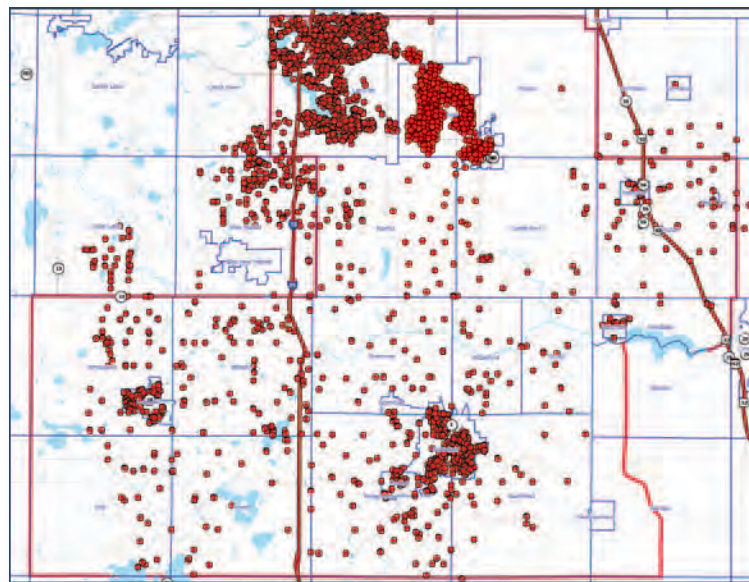
## 31 Demographic Overlays

The strength of Insight lies in up to 31 demographic overlays, revealing in-depth information about your customers so you can market more effectively to them and find prospects just like them.

- Region
- SCF (3 Digit Zip Code)
- eConsumer Score
- Wealth Score
- Zip4 Model
- Adults in Household
- Age
- Child Ages
- Credit Card
- Direct Mail Responder
- Dwelling Type
- Ethnic Code
- Gender
- Home Equity Available
- Home Ownership
- Home Sale Price - Range
- Home Square Footage Range
- Household Income
- Household Occupation Code
- Household Type
- IPA Cluster Code
- Length of Residence
- Mail Responsive Buyer
- Mail Responsive Donor
- Marital Status
- Median Home Value
- Net Worth
- Number of Children Present
- Equifax SuperNiche Group
- Interests
- Prizm NE HH

## Insight Mapping Shows You the Way

Insight mapping provides you with a quick view of where to focus your business resources. You can now identify where your best customers and prospects are clustered in order to more efficiently manage your sales and advertising resources.



## Add Insight to your advertising.

Contact us today for more information.

[www.infinitydirect.com](http://www.infinitydirect.com) or call **763.559.1111**

## Outthink, Not Outspend your competition.

By using the full range of data resources, powerful marketing analytics and advanced direct marketing strategies to accurately target qualified buyers, the Infinity Direct team gives you Insight to focus on growing your business without spending a fortune on advertising.

Let the Infinity Direct team help you build a successful direct marketing program.

- Direct Marketing Strategy
- Creative Design
- Direct Mail
- Email
- Infinity PURLs (Personalized URLs)
- Website Design and Development
- Channel Marketing
- Project Management
- Point-of-Sale
- Event Marketing
- Co-op Marketing