

REMARKET TO HOT PROSPECTS WITH ON-DEMAND IDENTIFICATION SERVICES

Are You Overlooking High-Quality Leads?

You spend millions of marketing dollars to trigger a response but the real challenge lies in successfully converting each prospect into a customer. There are many reasons why a customer doesn't convert — hang-ups, dropped calls, a last-minute change of heart or they are shopping around. Most companies fail to recognize that these callers are their best source of "hot leads."

So what are you doing to reach back out to prospects that expressed an interest but didn't buy? Instead of categorizing these customers as a lost cause, take control and re-engage them.

Increase Your Marketing Velocity

Many companies fail to remarket to inbound inquiries because they aren't able to capture contact information or because they simply overlook the opportunity. Even though you've successfully piqued their interest, chances are that they are also shopping around. So time is critical.

With TARGUSinfo SecondApproachSM services, you can take immediate action to identify, qualify and remarket to callers who didn't purchase the first time around.

Let Us Do the Work for You!

Provide us with the artwork for your mailers and the phone numbers of callers who didn't convert and we take care of the rest. We take the phone numbers and append a verified name and address. Then we print and send personalized mail pieces to your prospects **within 48 hours**.

With SecondApproach services, you can:

- Increase your marketing velocity by sending mailers to callers who did not convert within 48 hours — while their interest is still high
- Boost your conversion rates by targeting the right audience at the right time
- Optimize results by testing different offers, messages and creative formats
- Increase response rates with a custom analysis of which customers respond to which offers and messages

Total Time to Remarket – 3-5 days



Get a Second Chance to Make a First Impression

With SecondApproach services, you'll increase your customer-conversion rate by targeting individuals who expressed an interest but did not convert. For our clients, this highly targeted remarketing strategy has resulted in:

- Up to a 300% increase in response rates
- An increase in their conversion rates by 4-12%

The interest is already there — all you have to do is nurture it with a targeted remarketing strategy.

“I consider every response to our 800-number as a lead. We convert on 30% of inbound calls. I want to know and market to the other 70%.”

*— SVP of National Sales,
A Leading Mortgage Lender*

Increase Response Rates with Lead Scoring

Analyzing inbound leads can be a powerful tool for boosting responses. **ElementOneSM**, our cutting edge analytics platform, leverages a wealth of consumer insights to identify your most valuable prospects.

Our lead scoring solutions, powered by ElementOne, tap into a rich set of predictive data to instantly assign a score indicating the overall potential value of a prospect and the type of message or offer that will trigger the desired response – making them your customer. Using this score in tandem with SecondApproach enables you to prioritize leads, send higher impact communications to your best prospects or reach out to prospects with more targeted and personalized communications.

For more information about our solutions, please call **800.6.TARGUS (800.682.7487)** or visit www.TARGUSinfo.com.