



Marketing Data With A Pulse 

## What is it?

A Virtual Marketing Datashed System that is fed from multi-channel, multi-category streams of data linked to a continually refreshed pool of consumer marketing data.

## Why it's different.

Data is *"Live Linked via a Proprietary dynamic algorithm ...not appended periodically like traditional flat files or databases."*

- New Sources integrated on the fly
- Multiple core demographic sources –not limited to specific sources
- Continuous Updating Methodology
- Real Time Channel Score and Rank for vertical markets, mailers and specific offers
- Rolling Weekly, 30 day and 90 day Hotlines

**Channels is not a Database  
... it is a Marketing Platform**

## What's in it?

- Monthly MOB transactions
- Daily and weekly feeds of internet transactions
- Constant infusion of Trigger & Life Event data
- DRTV generated transactions
- Telemarketing Respondents
- Monthly multi-source catalog and subscriber files
- Public records updates
- Online and Offline Survey Data
- 3 leading consumer compiled sources of base name and address and core demographics
- 900 million records linked with one to several thousand attributes per record

## What does it do?

It Allows Targeted Prospect Marketing with...

- Postal, Email and Telemarketing Campaigns
- 0-30 Day Transactions
- 90 Day MOB's
- Enhanced Hotlines
- Enhanced Trigger and Life Event Hotlines
- Multi Channel / Multi Category
- Vertical Channels

## Additional Prospect & Customer Applications

- Modeled Prospect Segments
- Mail File Optimization
- House File Enhancement
- Enhanced List Rental
- Online & Telemarketing Lead Scoring
- Private Prospecting Database
- Customer Profile and Analysis
- Lapsed Customer Reactivation



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