



# DATA ENHANCEMENT OVERVIEW

*V12 Group Data Enhancement Services provide you with the information you need to better understand your customers and to cost effectively communicate with those customers using the appropriate direct marketing channel: email, direct mail, mobile or phone.*

## EMAIL, DIRECT MAIL, MOBILE OR LANDLINE PHONE APPEND

It is important to drive customer communication through the appropriate channel to achieve marketing objectives and maximize return on marketing investment. Achieving this in today's economy requires having the ability to communicate through email, mobile, direct mail and telephone.

- Multi-channel marketing is proven to drive a higher return on your marketing investment than single channel communications
- Many customers have a preferred channel of communication resulting in a higher propensity to respond and take action
- You can see the results from online communications almost immediately

## CUSTOMER PROFILE ENHANCEMENTS

V12 Group can add valuable information to your existing customer file using any combination of our 260+ data fields including geographic, demographic, lifestyle, interest and behavioral information. This will allow you to better define your audience and provide you with a targeted approach to increase cross-selling/up-selling opportunities and drive customer retention.

## HOW IT WORKS

The client's file is matched at desired individual and/or household level. If a multi-pass program is approved by the client, unmatched records are sent out for additional processing. All matched records are appended with desired information and returned to the client quickly and in the original format. When appending email, all contacts are sent a permission pass message and those that do not opt-out are output to the client for immediate use.

## TYPICAL MATCH RATES FOR OUR SERVICES

- Email Append
  - Individual Level: 12-15%
  - Household Level: 20-25%
- Postal Append: 30% - 35%
- Telephone Append: 10% - 15%
- Enhancements: Varies by category

## PROGRAM TURNAROUND TIME

- Postal or Phone Append: 2-3 business days
- Email Append: 7-10 business days
- Data Enhancement: 2-3 business days

## UNPARALLELED 30 DAY GUARANTEE

V12 Group offers a 30 day guarantee on email, postal and phone appends. Simply return any verifiable hard bounced emails, returned postal mail, wrong number or disconnected phones within 30 days for a full refund or credit.

**ESTABLISHING RELEVANCE. DRIVING RESULTS.<sup>SM</sup>**