

## nSightful Marketing Solutions From Start to Finish



### CONSUMERVISION DATABASE

Target your audience by selecting from over 500 demographic elements.



### EMAIL DATA

Compliment postal campaigns with B2B and B2C email deployments.



### PHONE APPEND & VERIFICATION

Update your existing database and keep in contact with new and existing customers.



### DATA PROCESSING & HYGIENE SERVICES

API for Append & Verification  
B2B Firmographics  
Demographic Append  
DNC Suppression (national, state)  
Data deduplication  
NCOA  
Merge/Purge  
Turbo Private Label List Count & Order System  
TurboLink  
Wireless Phone Number Append & Flagging

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Mention  
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When Ordering



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**nSightful**  
**SOLUTIONS FOR**  
**DIRECT MARKETING**

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## ► Attract



We aggregate data points from a variety of sources providing a more complete and accurate view of customers and prospects.

## ► Engage



We do not blast emails. Based on a variety of customizable templates and data points we engage customers by providing them relevant offers.

## ► Convert



Build your marketing universe efficiently and cost effectively. Gain valuable insight into your customers and their needs while seeing measurable results.

## Quality Data

### ISO9001-2000 CERTIFICATION

We are required to maintain a high level of quality assurance in design, development, production, and servicing. These practices are applied to our email and postal data as part of our data quality guarantee.

### APPEND & CLEANSE

We can identify email and postal addresses at an individual or household level. We use a variety of algorithms as well as address, demographic, and domain matches to assure the highest quality match.

### DATA EXAMPLES

Ailments & medications  
Auto own & plan to buy  
B2B Firmographics  
Education levels & interests  
Financial decisions / tax  
Life events  
Lifestyle & hobbies  
Purchasing behavior & preferences  
Magazine Subscribers

### COMPLIANCE

Our members provide permission to receive email communications from us as well as our partners. We are in full compliance with CAN-SPAM, and DMA Best Practice Guidelines.

## Resourceful

### MARKETING DATABASE

We can host your email or direct mail database. We deploy email campaigns on your behalf and collect campaign results so you don't have to. We can provide you a private label website for your customers to run counts and order data from to streamline your services to clients.

### SEGMENTATION

Precise selection of leads is essential to campaign success. Our databases provide a combination of demographic, firmographic, and household filters.

### LANDING PAGES

We host landing pages which allow you to easily track the effectiveness of individual campaigns.

### CUSTOMER PROFILING

We utilize our "in-house" national consumer database of over 200 million records, with over 500 demographic and psychographic elements to match to your customer list so you can target prospects with similar profiles.

## Why nSightful

- Our robust databases enable us to select the right customers for your campaign.
- Clients are putting a greater emphasis on quality, rather than quantity, of leads. We are dedicated to a quality campaign from start to finish.
- We dynamically schedule campaign deployments based on the buyer's action to increase engagement and your ROI.
- We deliver all the benefits of an email marketing program integrated with proprietary technologies to provide you a one-stop shop for your marketing needs.
- nSightful provides clients of all sizes and marketing budgets a way to manage and maintain their marketing universe.

## Make an Impact

Our nSightful marketing solutions increase available sales ready leads, while decreasing your cost and time to acquire quality leads. We determine which customers to attract for your campaign from our robust database and targeting techniques. We engage the customer through a variety of tailored messaging that can include email, directs mail, and targeted banner ads.

We work with you to convert engaged leads, grow your marketing universe, and to provide cost effective data processing and marketing solutions that work.