

Accurately profiled prospect data for successful customer acquisition

Responsive prospect data built from actual buying behaviour

Acquiring profitable new customers is essential for sustained growth and long-term profitability. Prospect lists are widely available but are often sourced from out of date information and built using irrelevant profile variables.

You need to find **responsive data** that has not been over-targeted and that has been selected using **specific profiles** and **information on actual behaviour**. To tailor your customer acquisition activity to a specific audience, you need accurate contact details and **unique insight** based on fact, such as:

- What they buy
- When they buy it
- How much they spend
- What channel they use
- What motivates them to buy

With prospect data from Transactis, you get ready-to-use lists that are based on actual buying behaviour and confirmed transactions and spend. **We know our lists contain genuine, active buyers**, so you get prospects with the maximum potential to convert into **valuable customers**.

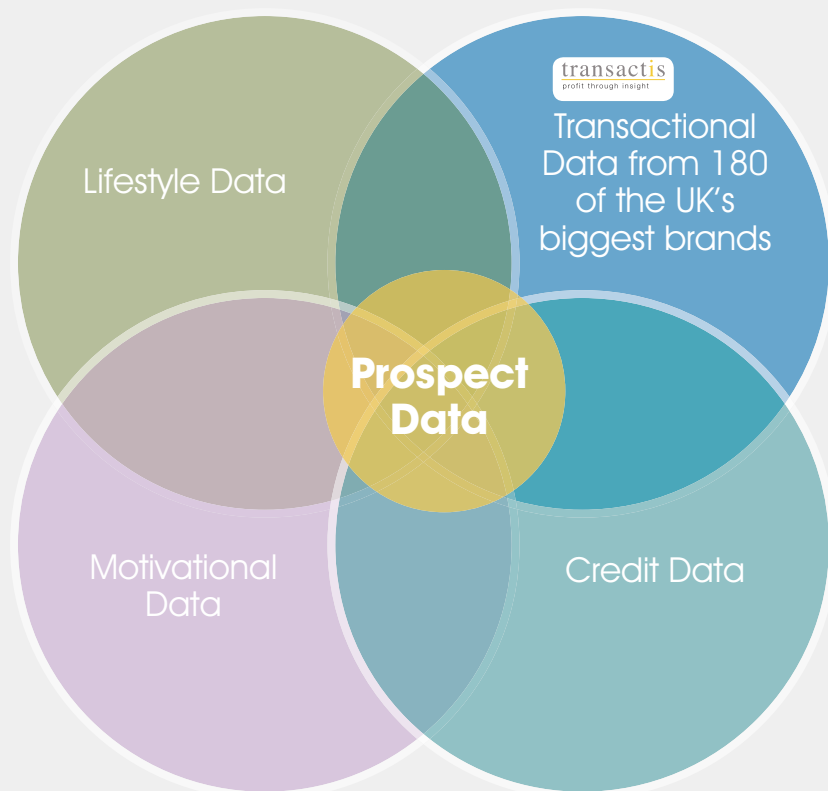
Additionally, all our prospect lists can be broken down and further profiled by age, channel preference, and many other specific variables.

You don't just get contact information for prospects, you get unique insight into their behaviour so you can **tailor your messages** and offers and **have confidence in your acquisition campaigns**.

Benefits

- Access to prospects profiled on lifestyle and transactional data enables optimal balance of accuracy and cost efficiency
- A pre-defined and ready to use prospect universe means faster campaign planning and deployment so you can focus on analysing results and fine-tuning performance
- No need to hire technical data analysts or use internal IT resource
- Less wastage of marketing resource and budget, whether on mailing poor quality prospects or buying prospect data you'll never use
- Increased lifetime value of new customers
- Data can be acquired on traditional list rental terms and also through a multiple-use prospect data pool basis
- All records are pre-screened against MPS and TPS data
- Further profiling and analysis available for even better prospect targeting

Build your ideal prospect list



We select data from:

- 35 million UK consumers
- 18 million direct channel multi-buyers
- 2 million updates every MONTH
- 300+ unique transaction variables
- 170 leading direct sales brands contribute
- 12 direct sales market sectors supplied
- 7.5 million names not on the Electoral Roll
- 440 million individual transactions
- £10 billion worth of spend

Based on your choice of variables:

Transactional Data, including

- Recency & frequency of purchase
- Spend
- Payment method and order channel

Lifestyle & Demographic Data, including

- Age and date of birth
- Income
- Homeownership
- Socio-economic group/Acorn
- Occupation, hobbies & interests
- Financial products, e.g. credit cards, loans, insurance

Credit Data

- Credit Risk Score

Other

- Telephone number & email address
- Internet Service Provider