



Identify, target and motivate your best customers; save time and money

In today's world of increased competition and budget scrutiny, marketing to your standard customer database is not as effective as it once was. Consumers of your products are inundated with one-size-fits-all messages and generic offers that don't speak to them personally.



But what if you had insight into your customers' lives including knowledge of their individual lifestyles, interests, buying patterns, and hundreds of other relevant demographics? You would be able to identify your best customers, craft messages and offers that appeal to their needs, improve your response rate and save time and money in the process... that's the kind of marketing that helps you stand out from the competition and stay on top!



I-Behavior Demographic Data Append

I-Behavior Demographic Data Append helps you improve the performance of your marketing efforts by appending hundreds of demographic attributes to your existing customer database. These variables include numerous demographic elements under the following categories:

- Consumer Interest
- Life Event
- Real Property
- Consumer Behavior
- Technology Use
- Vehicle
- Travel
- Age (all members in household)
- Individual Demographics
- Household Demographics
- DMA Mail Suppression

Why should I choose I-Behavior?

There are a number of data solutions providers to choose from. However, only I-Behavior has the data intelligence and statistical expertise that comes from more than a decade of aggregating and modeling the SKU-level purchase history of more than 171 million individual consumers. Our statistical modelers hold advanced degrees and have well-honed expertise in cooperative services, multi-channel marketing, direct marketing, publishing and advertising. Additionally, all of our account services representatives have years of experience in direct marketing, multi-channel marketing, publishing or cooperative data services. The bottom line is that we bring a comprehensive perspective to marketing and have the unmatched products, education and know-how to be your trusted partner in data and interactive services.

Taking the Next Steps

For more information about I-Behavior Demographic Data Append and a complete list of Demographic Variables, or to learn more about other I-Behavior products and services, contact your I-Behavior Account Manager at 303-228-5000.

Improve the performance of your marketing efforts with I-Behavior Demographic Data Append