

# “On-Target” Consumer Profiles



**A**cquire & On-board New Customers

**G**row & Nurture Current Customers

**R**etain & Reactivate Prior Customers

AGR Marketing Solutions, LLC



## AGR is at work for you

With Innovative Marketing Solutions That Are Rich, Dynamic & Flexible

Since 2009, AGR has delivered “On-Target” consumer profiles by blending our wide data network with our innovative technologies. To further the value of our data we provide consultative analytics & customer focused solution design. Finally, we make it easy to get started with fast & flexible delivery options.

## The Making of AGR “On-Target” Profiles

### Diverse Data Integration

AGR filters and cleanses over 120 Billion Data Points using proprietary data quality and hygiene services. Our data is fully compliant and:

- **Comes from a Variety of Sources:** On-line, Off-Line, Digital and Transaction
- **Represents a Wide Range of Interests:** Consumer Finance, Health Care & Insurance, Auto VIN & Insurance, Charitable, Political, Education, Retail, Plus...
- **Contains Deep Consumer Insight:** Demographic, Psychographic, Geo-Fencing, Omni-Channel Contacts, Internet Behavior, Loan / Insurance Applications, Auto VIN details, Driver’s License, Device ID’s & Tracking, Scores & Ranks—and much more !

This process ensures the integrity and effectiveness of all AGR Solutions.

### Innovative Technology

We complete a full rebuild of over 150 million US consumer profiles each month by filtering the freshest data through stringent quality checks & innovative linking methodology. Over 1/3 are “Hard to Find” in traditional credit or consumer sources.

We then apply advanced analytics to create measures, scores and ranks that enable better segmentation and audience targeting.

### Custom Designs

AGR understands that no matter how much we do, each marketer’s needs are different. Hence, we have a consultative and analytic approach to understand a client’s specific needs and to build solutions that deliver the greatest client-focused value.

We also work closely with clients to identify data points that match their objectives, to verify that match, and to offer custom analytics that continuously optimize value.

### Flexible Delivery

We know that our solutions generally feed our clients’ monthly marketing processes and our performance impacts overall effectiveness. That is why a focus on service levels, speed and responsiveness is integral to our culture.

Finally, all clients have different technology and marketing execution platforms. So, we offer flexible options for licensing as well as various methods for data delivery.



## We Help You To :

- UNDERSTAND YOUR COMPETITORS
- PRECISELY TARGET NEW CUSTOMERS
- ON-BOARD & NURTURE NEW CUSTOMERS
- RETAIN LATENT CUSTOMERS
- REACTIVATE / RECOVER LOST CUSTOMERS
- DESIGN VARIABLE OFFERS AND MESSAGING THAT WORK
- DESIGN AND DELPLOY OMNI-CHANNEL CONTACT STRATEGIES

## Our Commitment

*“We know that marketing is multi-faceted and we strive to deliver high value with low maintenance .*

*To that end, we adapt to your needs and our team works as an extension of your business.*

*We are on-call to proactively deliver as promised and to rapidly address opportunities.”*

*Stephen Harwick — Founder & CEO*



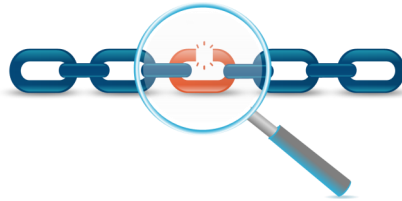
“On-Target” Consumer Profiles

# Today's Identity Linking Challenges

Result in Mixed Identities & Lost Marketing Opportunity

## Why is this Happening?

Traditional marketing data is heavily reliant upon name, address & phone and each data point changes to varying degrees based on the consumer's life stage and lifestyle.



Unfortunately, the internet and technology advances have increased the velocity of change. At the same time they have introduced new matching data points and valuable behavioral & preference data to enhance consumer marketing.

Furthermore, consumers themselves add to the challenge by interacting across platforms and devices with various degrees of anonymity.

## Introducing INTELLI-LINK®

To Find the Hidden Intersections Across Data Sources  
And Bring Deeper Insight & Reachability

### AGR Builds On Our Foundation to Fix the Broken Links



Building on the AGR foundation of continuously expanding diverse data sources, innovative linking technology, analytics, custom solutions design, and flexible delivery options; INTELLI-LINK® crosses over basic list and linking technologies to derive intelligence from a consumer's presence on each source, frequency of occurrences, recency of occurrence and many other factors.

Understanding these intersections gives greater insight into each consumer and expands the depth and breadth of understanding about the consumer's preferences, behavior and current needs.



Empowered with this actionable intelligence, marketers identify new target groups and better market sub-segments with variable messages and Omni-channel strategies.



*"Previously profitable marketing stopped working due to stale off-line and incomplete consumer profiles. INTELLI-LINK® added the dynamic digital dimension needed to restart profitable marketing across channels."*

### With INTELLI-LINK® You Can Have :

- CONFIDENCE IN CONSUMER IDENTITY
- OMNI-CHANNEL CONTACT DETAILS
- DEVICE DETAILS & PREFERENCES
- SOCIAL MEDIA PREFERENCES
- SOCIAL MEDIA HANDLES
- CROSS SECTIONAL TARGET AUDIENCES
- DEEPER INSIGHT FOR PRECISE OFFERS
- BEHAVIOR TO INCREASE RESPONSES
- AND MORE.....



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# INTELLI-LINK®

## At Work for “Big Box” Retail



### The Business Problem:

**Marketing Objective:** A “Big Box” Retail client had a house file of customers and wanted INTELLI-LINK® profiles for campaign planning. Additionally the client wanted to find non-customers that match the customer profile.

**Target Audience:** The customer file is geo-coded within 5 miles, 5 to 10 miles and 10 to 20 miles of each store location.

**Channel:** Newspaper inserts were planned to supplement email offers. Emails gave the opportunity for all recipients to confirm opt in status.

**Message:** Special seasonal offers (Example: Spring sale on lawn equipment and outdoor furniture).

### The Approach

We imported the customer data, matched INTELLI-LINK® enhanced databases, and then identified the “customer-like” prospects.

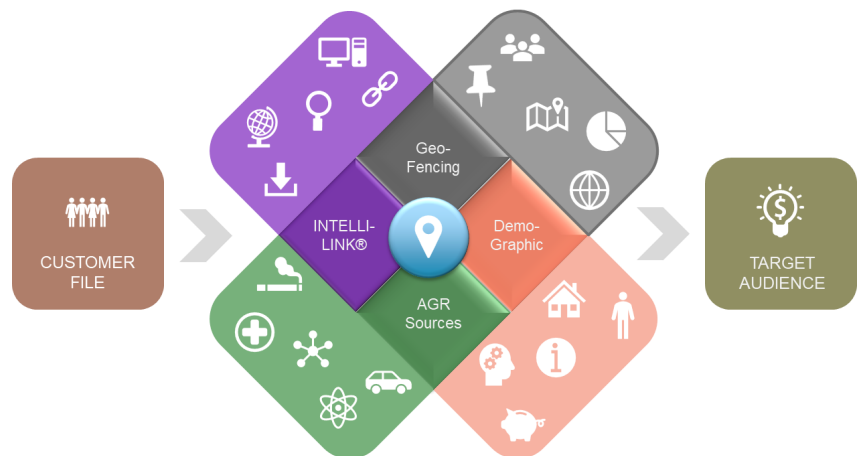
#### Basic AGR Solution Processing Included :

- Reverse Address Lookup (Rooftop & Street)
- Address Barcode Retrieval
- Household & Individual Linking
- Device location History
- Demographic and Other specific Source details

#### INTELLI-LINK® Value Add Components :

- Additional Identity Cross-Verification
- Confirmation & Enrichment of Web Data
- Addition of APP Download & Social Media Behavior
- Append of Multiple Digital Contact Details

AGR provided Spatial counts within 5 miles, 5 to 10 miles and 10 to 20 miles of each store location. The client finalized the target selections based on demographics, lifestyle, and INTELLI-LINK® value add data points.



### Deliverables

AGR provided a unique database of customer and prospect profiles with data points selected from our vast inventory. The database included Unique Household/Individual record id's and Geo-Codes at rooftop & street level for special analysis and planning.

The client completed their marketing campaign strategy and AGR data contributed to the overall planning, targeting, offer design and creative messaging.

### Results

Client expectations were exceeded and they subscribed to on-going database feeds.



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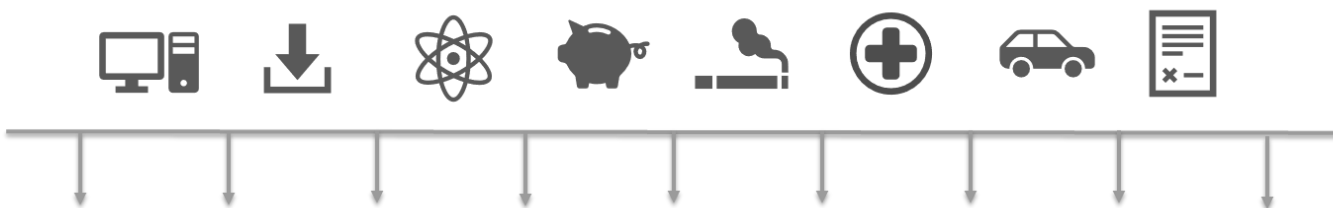
## CONTACT US TODAY TO:

LEARN MORE ABOUT AGR MARKETING SOLUTIONS

GET TARGET AUDIENCE SIZE FOR YOUR MARKETING OBJECTIVES

UNDERSTAND EASY OPTIONS TO TRY OUT INTELLI-LINK®

O N - G O I N G F E E D S F R O M  
M U L T I P L E I N D U S T R Y & C H A N N E L S O U R C E S



T H E A G R D A T A B A S E



HOUSEHOLDS



CONSUMERS



INTELLI-LINK®

## AGR Marketing Solutions, LLC

“On-Target” Consumer Profiles

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