

Transforming Insights Into Actionable Audiences

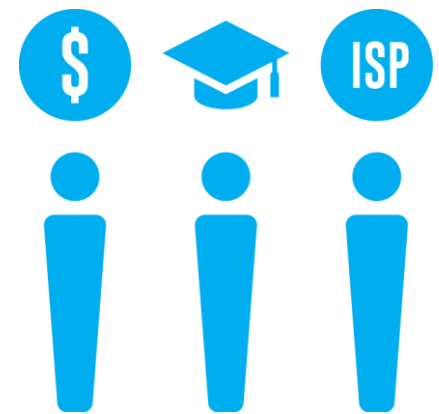
Premier Partner Insights

allows us to enhance our actionable data delivery to provide our clients with a true understanding of their audiences specific attributes from both a consumer and business perspective. We work very closely and have excellent relationships with all of the industry's leading individual, household and neighborhood level offline data compilers plus other data enhancement companies that supply behavioral and demographic overlays for our files.

Data is refreshed and rigorously screened and managed on a daily, weekly, monthly and quarterly basis depending on the data points. Proprietary matching methodologies and technologies facilitate data building and hygiene as well as enable us to create targeted campaigns for clients.

A critical element to our proprietary Customer Identity Integration Technology (CIIT) is the data insights we integrate from our industry-leading partners:

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| <ul style="list-style-type: none"> Automotive <ul style="list-style-type: none"> 180 Million Car Owners 3 Million In Market Buyers Real Estate & Mortgage <ul style="list-style-type: none"> 116 Million Households Family & Children <ul style="list-style-type: none"> 299 Million Consumers Packaged Goods <ul style="list-style-type: none"> 30,000+ Products & Brands Retail <ul style="list-style-type: none"> 500+ Retail Categories | <ul style="list-style-type: none"> Political <ul style="list-style-type: none"> Affiliation, Donors, Congressional Districts Travel <ul style="list-style-type: none"> 30mm Traveling HH Wireless <ul style="list-style-type: none"> 100mm+ mobile Summarized Credit <ul style="list-style-type: none"> 90mm+ HH Demographics <ul style="list-style-type: none"> 250mm+ Consumers | <ul style="list-style-type: none"> Business <ul style="list-style-type: none"> 26mm B2B Contacts 15mm Business Live Event <ul style="list-style-type: none"> 4mm + New Home Owner 3mm+ New Parents Pets <ul style="list-style-type: none"> 40mm Pet Owners Donor <ul style="list-style-type: none"> 25mm+ Donors Entertainment <ul style="list-style-type: none"> 50mm+ Consumers |
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Audience-Specific Attributes – Consumer & Business

Through CIIT and our AcquireAudience solution, we're able to enhance actionable data to provide our clients a true understanding of their audiences specific attributes from both a consumer and business perspective:

Consumer Attributes

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| <ul style="list-style-type: none"> Zip+4-Level Geography Age and Income Education | <ul style="list-style-type: none"> Presence of Children Gender Marital Status | <ul style="list-style-type: none"> Occupation Political Views Mortgage and Property Data | <ul style="list-style-type: none"> Spending Models Consumer Profile Models Life Events |
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Business Variables

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| <ul style="list-style-type: none"> Geo/Location SIC/NAICS Code Employee Size | <ul style="list-style-type: none"> Sales Volume Ownership Gender Ethnicity | <ul style="list-style-type: none"> Title Location Type Years in Business |
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