

LINKAGE DATA

DISPLAYING THE RIGHT AD OR RETARGETING ABANDONED CART SHOPPERS CAN DRAMATICALLY BOOST REVENUE AND CLOSE THE LOOP ON YOUR ACQUISITION MARKETING.

Millions of consumers pass through or abandon content web sites everyday; and while marketers have been forced to deal with these occurrences, V12 has developed a 300+ million digital consumer footprint database to serve the reverse recognition needs of today's interactive marketing managers.

Through linkage-identification, V12's archival database is the keystone to mapping: IP, email, mobile and landline phone numbers from interactive forums back to their original full consumer record.

V12 has over 100 million consumer data records with digital recognition attributes including: Anglers, PYCO clusters, or any one of 500 individual attributes (i.e. demographics, geographic, interests, lifestyle, behaviors, etc.).

V12's Linkage Database Contains:

- ✓ 314 million records with email
- ✓ 314 million records with postal information
- ✓ 259 million records with IP
- ✓ 56 million records with mobile
- ✓ 43 million records with landline

Common Linkage Data Applications

Ad Agencies: Install our data sets at their clients' locations to craft customized real-time recognition solutions. For example, a home improvement web site may display images and offers of potted plants in the spring to recognized apartment renters while displaying images and offers of lawn equipment to rural home owners.

Marketing Service Providers: Match our data to their in-house consumer files in order to increase eCRM offerings such as: real-time & batch consumer recognition ('Linkage'), permission-pass retargeting, customer email appends, and prospect HTML or video email marketing.

