



INSURANCE SOLUTIONS: Auto Insurance Prospects
January 2012

SEGMENTS

3,862,473 L 12 month \$90/M
 327,699 Monthly HL +\$10/M

DESCRIPTION

The Insurance Solutions Auto Insurance Prospect file offers insurance mailers a *cost effective* way to deliver targeted offers to individuals & families. Using a proprietary model, this database identifies consumers at a time when they are known to be shopping for or renewing their auto policies.

The new American consumer is conditioned to analyze every purchase, shop for the best deals, and monitor their spending habits. Whether they are purchasing a new auto, making a residential move, or introducing a new driver to their policy, savvy marketers can be sure that their offers are being carefully evaluated.

With over 200M hot new prospects per month, this exciting new database ensures that the offer is delivered when the topic is relevant.

Incorporating demographic, geographic and lifestyle data, Insurance Solutions analyzes consumers' buying patterns, economic conditions, and lifestyle changes to produce a unique predictive model. The model is updated and verified monthly using transactional data from multiple sources, including credit, new mover, mail order activity and survey data. Only records with 2 or more 'hits' are retained to insure accuracy and deliverability.

Here's how it works:

Mailers pre-select up to three data elements (i.e.: age, income, geo) at a select cap fee of \$12/M. These selects are then applied to Insurance Solution's pre-existing predictive model. The end result is a customized universe of highly responsive prospects, without the time or expense of using standard modeling tools.

Telephone Numbers and email addresses are available to qualified mailers at an additional fee. Please inquire.

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We believe information provided herewith to be correct but we cannot guarantee the accuracy or results of the marketing campaign.

SELECTS

Geo select **\$7.50 /M**
 Credit Card Holders **\$10.00 /M**
 Demographic Select **\$10.00 /M**
 Gender/Sex **\$7.50 /M**
 Homeowners **\$10.00 /M**
 Presence of children (by age) **\$10.00 /M**
 Adult Age **\$10.00 /M**
 Monthly HL **\$10.00 /M**

GENDER PROFILE

Male: **50%**
 Female: **50%**

MINIMUM ORDER

Quantity: **10,000**

MINIMUM ORDER

Quantity: **10,000**

REUSE

Please inquire

TELEMARKETING

Telemarketing is allowed – Please Inquire

KEY CODING

Please inquire

ADDRESSING

CARTRIDGE **\$30.00 /F**
 DISKETTE **\$30.00 /F**
 EMAIL/FTP **\$50.00 /F**
 MAG TAPE **\$30.00 /F**
 RUN CHARGE **\$7.50 /M**
 ZIP TAPE **\$35.00 /F**



