



## Key Targeting Capabilities joined with Trigger Data and Events

Consumer Marketing Connection is a dynamic database product designed to deliver qualified prospects that can be targeted to a wide range of consumer markets and offers.

Leading multi-channel data sources that include direct mail, internet buyers and responders, self-reported internet and direct mail surveys, direct response and government records are updated monthly and enhanced with comprehensive demographic, lifestyle and geo-demographic data.

CMC identifies the highest quality prospects for each target marketer via a selection methodology that prioritizes source and channel data critical to the success of each offer. Key components in the selection process are trigger data that represent various life events and changes, self-reported planning and major decision-making research activities.

In addition to segments developed for specific industries such as Finance Services, Insurance and Health, CMC can provide mailer specific private prospecting universes from:

- multi-hits of purchase
- activity
- interest
- search and inquiries

Upon request, custom models can be created for marketers requiring pin-point targeting to reach their desired audience - usually with no up-front cost or minimum mailing commitment.

Email addresses opted-in for third party offers are available for CPM marketing campaigns along with CPL, CPC and CPA lead generation programs on most CMC segments.

---

# Sampling of CMC List Segments:

## Insurance Prospects

### **Auto, Life, Health & Home**

The CMC Insurance Prospects identifies individuals and families most likely to respond to various types of insurance offers based on predictive trigger events such as auto expire date & quote seekers, life/health insurance seeking activities, etc. while ensuring necessary qualification criteria essential to the provider's acceptance and approval requirements.

## Ailments Hotline

### **Ailment Sufferers Represented in over 50 Categories**

The Ailments Hotline are consumers who self-identify that they suffer from specific illnesses or ailments, including: allergies, arthritis, asthma, high cholesterol, hair loss, diabetes, heartburn, overweight/obesity, and insomnia. These ailment sufferers request information on their particular ailment and are striving to find treatments and cures for their specific malady.

## Financial Services Prospects

### **Investment, Retirement Planning, Credit Cards and more**

CMC Financial Services Prospects identifies individuals and families most likely to respond to various financial products and services offers based on predictive trigger events such as actively gathering financial services information while ensuring the necessary qualification criteria essential to the provider's acceptance and approval requirements.

## New Homeowners/Movers Hotline

CMC New Homeowners/Movers Hotline is one of the most accurate and up to date new homeowner files on the market. These New Homeowners/Movers are eager, excited consumers who have available cash to purchase products and services for their new home. Be the first to reach these new homeowners/movers as they are settling in.

## Donors & Contributors Hotline

CMC Donors and Contributors Hotline targets consumers actively donating to non-profit and charitable organizations. These donors and contributors are making donations towards programs and services to benefit the less fortunate. Fundraising programs and services include animal, children, environment, fire fighters, health, humanitarian, law enforcement and veterans.

...Over 30 more Niche and Vertical Segments Available!

