

**The growth of Data-as-a-Service continues to climb at a rapid pace. Why? In today's competitive environment, businesses can't afford to wait for information — they need it on-demand.**

## We're Unlocking The Doors To Our Data

Infoconnect®, Infogroup Targeting Solutions' Application Programming Interface (API), allows you to access our rich content in real-time, adding tremendous value to your internal marketing, operations and CRM tools, as well as software and web applications your customers rely on. Our web service offers the broadest selection of data sources and the highest quality business and consumer information in the industry. Infoconnect ensures you have the data you need when you need it to make quick, intelligent business decisions, and stay a step ahead of your competitors. Search our rich and robust data on companies and people. Utilize our fuzzy matching to power your new app or website with Infoconnect.

## A World Of Information At Your Fingertips

Infogroup Targeting Solutions' databases include hundreds of fields allowing you to access all the information you need. From popular selects such as age, household income and type of business to more unique identifiers such as golfers and business square footage, Infogroup Targeting Solutions provides the breadth and depth of on-demand information you need for quick, actionable insight.

## Access Your Own Data On The Fly

Not only can you plug-in to Infogroup Targeting Solutions' proprietary databases but we can also host your customer database for you while providing real-time access to it. Use this insight to better recognize cross-sell and up-sell opportunities, strengthen customer relationships and improve retention.

## How Can You Put Infoconnect To Work For You?

### 1. Improve CRM and Internal Business Systems

Incomplete and incorrect customer information causes lost opportunities, lost time and lost money. Empower your staff by providing them with the real-time connection they need to verify and qualify customers.

- **Reduce marketing expenses:** having accurate data allows you to reduce undeliverables
- **Streamline customer interactions:** immediately access correct customer information to complete transactions quickly
- **Increase conversion rates:** tailor offers based on data accessed when you need it most - at point of contact

### 2. Make Your Existing Products Better... Quickly

Ensure your products and applications offer the most complete and accurate information so customers come to rely on you as the quickest and most trusted source. Easily integrate Infoconnect into your solutions to expedite business processes and help improve customer satisfaction.

### 3. Innovate

Our data combined with your imagination equals enormous opportunity. We can help you integrate our API into the innovative applications you want to develop, including web apps.

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Infoconnect® **1**

Website | [www.infogrouptargeting.com](http://www.infogrouptargeting.com)

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## How Are Customers Using Infoconnect To Get Ahead?

- A leading hotel chain uses Infoconnect in conjunction with their own proprietary custom models to qualify prospects on the spot. Based on the score displayed in real-time indicating their propensity to buy, customers are offered varying levels of incentive packages. This ensures only the most qualified customers are rewarded.
- A major shipping company uses Infoconnect as an in-line address verification tool. This prevents packages from being shipped with incomplete or inaccurate information, saving money and redelivery attempts.
- A large call center integrates Infoconnect into their CRM to pre-populate additional customer information onto their caller ID. This helps route calls to the right place quickly and reduces the information needed to be gathered from the customer, resulting in positive customer experiences.

## About

### Infogroup Targeting Solutions

Infogroup Targeting Solutions helps companies increase sales and customer loyalty through analytically driven consumer and business data and database marketing solutions. With exclusive access to the Data Axle™, we build multichannel solutions using contextually relevant information on individuals and businesses.

