



In order to create more highly targeted and effective direct marketing campaigns, Redi-Data offers Redi-Analytics, an analytic component to help rate potential customers based on risk and response data.

Based on Redi-Consumer™, Redi-Data's comprehensive consumer database of over 173 million consumers, 99 million households and over 168 million phone records, Redi-Analytics applies modeled scores* to help identify specific prospect qualities ranging from potential credit risk to highly responsive. With Redi-Analytics in place, you can now carefully assess each contact's score for certain attributes such as responsiveness, wealth/income, risk/collections, fundraising, econometrics and loyalty.

Benefits to marketers include:

- Increased response rates (up to 40% lift!) and ROI
- Decreased mailing costs due to waste
- Can be used to enhance any list
- Applied at the ZIP Code or ZIP+4 level
- Refreshed quarterly
- Based on 1500+ demographic, psychographic, attitudinal, econometric and summarized credit attributes

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**Scores powered by Analytics IQ, Inc.*

Samples of Assessment Scores for Targeted Segments

Risk Scores - Using summarized credit data, it is possible to predict likely risk for individuals in a small geographic area. Credit risk scores can be correlated with response scores.

Response Scores - These scores are critical in empowering marketers with data on the likelihood of response from a targeted offer.

Spending Scores - This assessment provides a powerful predictor of discretionary income that is likely to be used for spending (income net of necessary expenses, such as taxes, shelter, transportation, etc.).

Economy Assessment Scores - Prioritize advertising and marketing budgets by targeting areas based on current or projected economic conditions.

Investor Assessment Scores - Every US consumer is ranked based on projected invested assets.

Income Scores - Consumers can be targeted by income brackets based on this score, enabling you to segment prospect lists for different products and price points.

Wealth Assessment Scores - These scores identify individuals with the highest known and inferred wealth.

Charity Assessment Scores - This assessment targets the highest potential responders to fundraising offers.

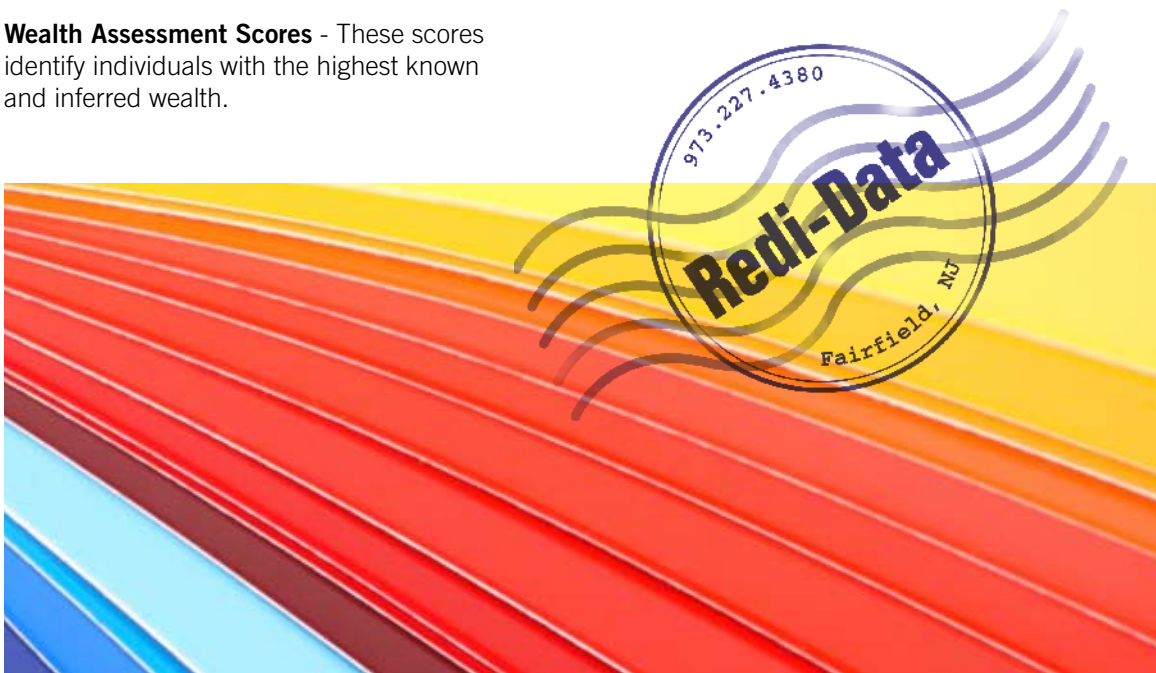
Churn Assessment Scores - Quantifying the probability of attrition or prospect churning can be a key to creating targeted loyalty campaigns.

Green Living Scores - Find out who has a high propensity to show interest in the eco-friendly products and the fast-growing 'green' living market.

Pre-Mover Scores - Identify an audience likely to spend significantly more than non-movers in the window surrounding the relocation with scores that predict the likelihood of a move.

Segmentation Tools - Demographic and psychographic data is used to create homogeneous groups for segmentation at the ZIP+4 level (approximately 4 to 5 households). With 1,200 attributes, it helps place customers or prospects into highly targeted groups for optimal marketing effectiveness.

Call us today at 973.227.4380 and tell us about your promotions and goals. Our Marketing Specialists will walk you through the various package solutions we have until you find one that best suits your needs and achieves your best cost savings.



Redi-Data, Inc.

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