

Real-Time Lead Verification And Data Enhancement

for Call Centers and Web Platforms

Redi-Connect®



■ VERIFY & IMPROVE YOUR LEADS

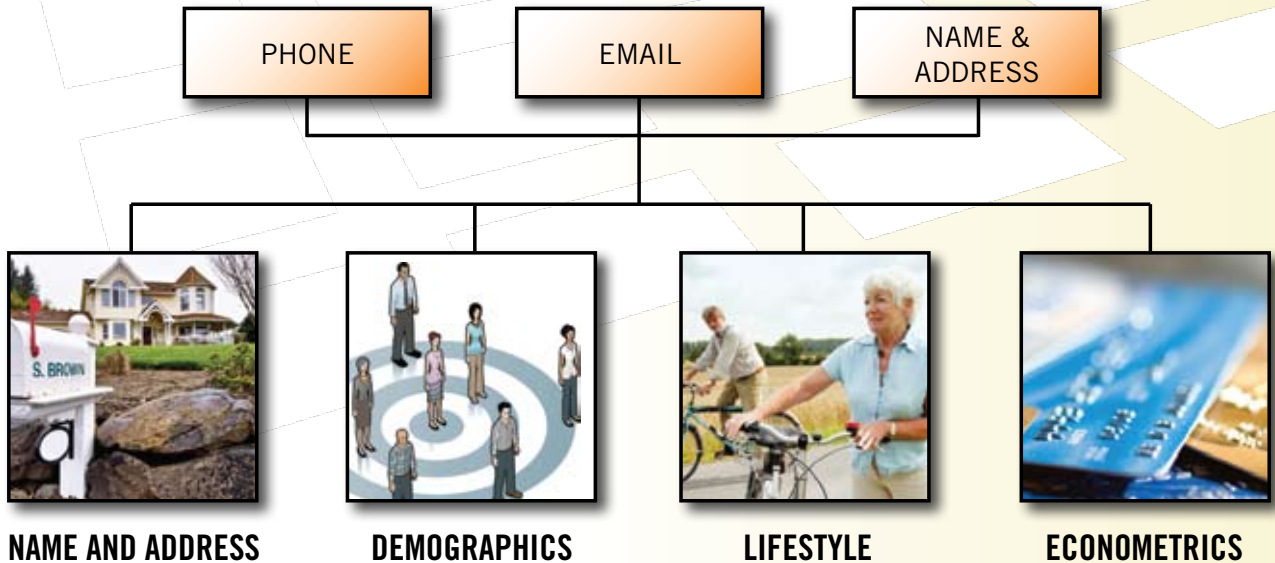
■ MARKET TO CUSTOMERS & INCREASE SALES

■ UPDATE YOUR DATA FROM MULTIPLE SOURCES

BENEFITS OF

Redi-Connect®

- IMPROVE REAL-TIME DECISION MAKING OR FOLLOW-UP CUSTOMER TARGETING
- ELIMINATE COSTLY ADDRESS ERRORS FROM MANUAL DATA ENTRY
- COMPILE ACCURATE DATA
- REDUCE CALL TIME
- INTEGRATE EASILY WITH CALL CENTER OR WEB TECHNOLOGY



One-to-one marketing is enhanced by relevant data you receive about your customers and prospects. The speed with which you receive it is crucial to helping make your marketing efforts a success.

Redi-Connect is Redi-Data's powerful real-time lead verification and data enhancement solution that instantly puts customer intelligence into your hands. It identifies your caller or website visitor and gives you the opportunity to learn about potential and existing customers so that you can develop the right message at the right time. This intelligence all adds up to greater marketing capabilities.

You Supply One Detail, We Verify the Leads

Redi-Connect can provide so much...with so little. We deliver name and address data, or more detailed demographic, ethnicity, lifestyle, and econometric characteristics, to your call center or web platform with as little information as a phone number, address or email address. That's real-time data intelligence!

Verifying and enhancing leads in real time saves time and money, avoids manual errors, and provides the information you need for immediate call routing, upselling and better targeting.

Redi-Connect Gets You Real-Time, Automated Matches and Reverse Look-Ups with:

- 10-digit Phone Number or Just Area Code and Exchange
- Cell Phone Number
- Name and Address
- Email Address

We Can Identify and Return Profiles for Anonymous Callers or Site Visitors with:

- Name and Address Information
- Demographics
- Wealth Indicator and Likely Spending Habits
- Additional Phone Numbers or Email Address

Redi-Connect® Provides Full Customer Profiles in *Real Time*, Including:

Redi-Connect's Real-Time Data is Powered by Redi-Data's Industry Leading Databases, Including:

- **OVER 173 MILLION CONSUMERS AND 99 MILLION HOUSEHOLDS**
- **OVER 17 MILLION BUSINESS PROFESSIONALS**
- **OVER 99 MILLION RESIDENTIAL PHONE NUMBERS AND OVER 85 MILLION CELL PHONE NUMBERS**
- **OVER 60 MILLION CONSUMER EMAILS**
- **OVER ONE MILLION HEALTHCARE PROFESSIONALS**



CALL 973.227.4380 today to speak with a data professional about how to leverage the power of real-time customer intelligence with Redi-Connect.

Full Name
Address
City, State
ZIP + 4

Phone: area code and exchange

Demographics and Lifestyle Indicators, including:

- Estimated income
- Estimated home value
- Mortgage information
- Purchase patterns
- Hobbies and interests
- Education
- Presence of children

Ethnicity

Econometrics, such as:

- Projected invested assets and income bracket
- Discretionary income, inferred wealth and credit risk
- Likelihood to respond to offer, donate to a charity, or relocate
- Eco-friendliness
- Probability of attrition
- ZIP + 4 credit data

Business Name
Contact Name and Title
Address
City, State
ZIP + 4

Business Demographics, including:

- Annual sales volume
- Employee size
- Gender, ethnicity and language of executives
- Public vs. private
- Square footage
- Year founded

Redi-Connect's Value-Added Solutions

Real-Time Address Correction Service

Boost the power of real-time lead verification and enhancement with Redi-Connect's Address Correction Service. Receive accurate and standardized addresses and eliminate errors at the point of entry into your CRM system or operational database.

With this valuable service, efficiency and accuracy are instantly secured at the point of web capture or in your call center. Your agents will save on hours of time-consuming data entry plus reduce the waste associated with misdirected orders and lost leads.

Integrate Delivery Point Validation

With the integration of the USPS Delivery Point Validation (DPV) service, you can further eliminate errors and waste. Marketers need to know that communications are deliverable before time and money is invested to send out mailings. Delivery Point Validation ensures that every piece of follow-up direct mail is deliverable – before you waste valuable resources.

Physician Verifier

When your target is the healthcare market, you'll benefit from Physician Verification. Physician and healthcare professional data is confirmed instantly, from a database over one million names.

The Redi-Connect® Advantage

- Match against our extensive files using name, address, email, phone, or just area code and exchange
- Identify callers and website visitors and append hundreds of data characteristics
- Score each contact for attributes such as neighborhood information, wealth/income, risk/collections and econometrics
- Verify and correct any US address



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