

## DATA SOLUTIONS

Convert your data into the right data. FAST.

At Allant Group, our data-driven marketing solutions draw from a wide range of data sources and apply advanced analytics to paint an accurate, detailed picture of your best customers and prospects — who they are, where they live, what they like, and how they behave. We strive to deliver marketing results fast, efficiently, and effectively through proven, common-sense methodologies and cutting-edge technologies.

### **With Allant on your side, we show you how to:**

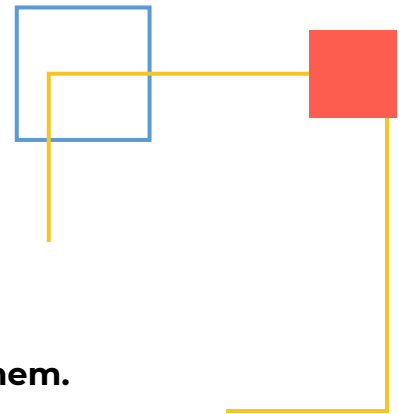
- Identify, test, compile and verify relevant data, whether it's yours or what the market offers
- Access third-party data assets, defined by your business objectives, to develop a holistic view of your customer profiles
- Gain detailed insights that are robust, accurate, and actionable for better and faster decision-making

### **Why Data from Allant?**

- We are data independent
- We offer unique multi-source solutions
- Our solutions are customized and cost-effective
- We encourage finding value in your own data

### **Know Them. Understand Them. Reach Them. Curate Them.**

- Your data: cleansed, enhanced, and profiled
- Markets defined
- Custom insights created
- Customer journeys mapped
- Audiences set up for targeting via Digital, Email, and Postal



## Audience Activation Assessment

Let us assemble, aggregate, and activate your data within Allant's Audience Management Platform (AMP+).

You know your data, no doubt. However, once enhanced with select demographics, how does it compare against the rest of your market? What do your best customers look like?

Through our assessment, you experience how AMP+ easily ingests data and harmonizes multiple sources to streamline analysis and orchestration. Underpinned by a hyper-fast query engine, the assessment will illustrate how quickly AMP+ delivers insights and visualizations specific to your market.

But why take our word for it? Allant will provide speed and efficiency benchmarks to prove how well AMP+ stacks up against your current processes. We'd love to show you!

## Data Integration

Leverage Allant's flexible identity resolution, IRIS, and data platform capabilities via AMP+ to significantly accelerate the speed of data preparation and integration.

Through hygiene, linking, and enhancement tools, we simplify and clean the data so it's usable for analysis. We then put it to work through data engineering services that impact the data through aggregation, manipulation, derived attribution creation, scoring, response attribution, and custom business rules.

## Allant Hygiene Services

### Address Hygiene

- Address Standardization/CASST<sup>™</sup> Certification
- USPS National Change of Address (NCOALink<sup>®</sup>)
- Change of Address Plus (COA+)
- Delivery Point Validation- DPV<sup>®</sup>
- Delivery Sequence File DSF2<sup>®</sup>
- Locatable Address Conversion System LACS<sup>®</sup>
- Proprietary Enhanced Address Knowledge (PEAK)
- Suppressions: Profanity; Military; Deceased; Prison; DMA Mail Preference

### Email Hygiene

- Email Deliverability Diagnostics
- Email Change of Address
- Reverse Email Append

### Phone Hygiene

- Phone Number Verification
- Regulatory Do Not Call Identification
- Reverse Phone Append



## CONSUMER DATA SOLUTIONS

### Demographic

We offer data-driven marketing solutions that draw from more than 200 million consumers and 3,000 categories to identify your “best” customers and find more like them to strengthen relationships, create audiences, fine-tune offers, and improve cross-selling.

### Lifestyle Characteristics

Allant’s multi-sourced solution can be used to identify key lifestyles, behaviors, interests, and attitudes among your market, and segment them accordingly for proper offers and messaging. This data includes more than 1,200 self-reported elements from consumers who have made transactions or completed surveys on leisure activities, brand preferences, computer ownership, occupations, ailments, health, and financial products. In addition, we offer a proprietary, innovative program built specifically to provide pinpoint targeting for the retail and insurance industries.

### Audience Propensities

A comprehensive suite of integrated scores designed to predict consumer behavior, as well as product and brand affinities. Thousands of pre-built, propensity model scores are available and require little configuration for audience creation.

### Purchase Behaviors

Allant’s purchase behavior data includes transactional and actual buying history (recency, frequency, and dollars spent) from more than 2,000 direct-to-consumer companies.

### Life Event Triggers

We identify important life events that can predict and trigger demand for products and services. Among the most popular: New Parents, Newly Married, Newly Single, and New Homeowners.

### Pre- and Post-Movers

Allant has several options to reach consumers at stages in the moving process. Pre-Mover indicates a household has put their home up for sale, Premium Pre-Mover indicates the home is under contract, and New Mover indicates a household has just arrived.

### Wealth

Our wealth data is powered by more than a half trillion data points and uses proprietary learning science to create unique profiles based on net worth, giving capacity, cash-on-hand, and investible assets.

### Summarized Credit

This data is calculated by aggregating the available consumer credit data within a ZIP+4 geographic area. It does not provide individual consumer credit histories, but rather depicts the consumer credit activity in a neighborhood.

### Political

The voter file represents approximately 126 million registered voters across the U.S. These individuals are excellent prospects for a variety of targeted offers including those that are politically and socially related.

### Farm and Agriculture

Our farm data connects over 911 million acres of farmland, including 324 million acres of cropland and 34 million farm fields, to more than two million active farm owners and operators. Our provider, using satellite-based remote sensing, can identify what the crop is, where it is located, and who is growing it.



## CONSUMER AUTOMOTIVE DATA SOLUTIONS

### Auto ID

Auto ID is the largest privately sourced and scrubbed VIN database and it's fully compliant with privacy laws. The data is 100% populated with name, address, make, model and year derived directly from Vehicle Identification Numbers (VIN).

### VIN Lookup

VIN decode API is a web service providing access to richly detailed and precise vehicle information including vehicle descriptors, specifications, installed and optional equipment, warranty data, OEM pricing, media, awards, and U.S. Government ratings.

### Vehicle Verification

A means of obtaining detailed information about vehicles and their ownership, providing alternative methods of matching vehicle information against state vehicle records. Data usage restrictions apply.

### Weekly Fuel Report

Pricing reports, raw data, mobile apps and web-based pricing tools for the spot, wholesale rack and retail fuel markets- some available in real-time or customizable.

## EMAIL DATA SOLUTIONS

### Database / Append

Allant's email database contains over 521 million active and historical emails that can be leveraged to enhance your digital audiences. Our email append solution accesses 321 million active, deliverable, and marketable email addresses to increase the number of email addresses of existing customers, all of which are permission-based.

### Reverse Append

Perhaps you have a client's email address and little else. We can help tell you who they are, where they live, as well as personal and household level demographics. You can now understand how your market profiles and how best to communicate with them.

### E-acquisition

Gain an effective and efficient means to contact non-customers via email with Allant's e-acquisition service while protecting your IP from becoming blacklisted. This service also gives you the ability to send a one-time email message to customers, seeking permission to continue to contact them.

### ECO A

Email Change Of Address (ECO A) keeps your email lists up to date by identifying bad emails and updating them with good ones. Patented ECO A technology updates up to 15+% of the bouncing/ inactive email addresses in your file.

### SafeToSend<sup>®</sup>

SafeToSend email validation takes a customer email list, checks for deliverability, corrects spelling or formatting errors, and protects against spam filters, providing you with a clean, usable email file.

## DIGITAL DATA SOLUTIONS

### Location-Based Data

Measure foot traffic patterns and determine what drives location visits. Through our location-based data, you're able to gain understanding of these audiences and engage with them. This data, collected weekly, allows you to leverage cleansed, anonymous location data from over 200 million unique devices to execute your audience strategy.



## DIGITAL DATA SOLUTIONS cont.

### **Anonymous To Known Identification**

Identify anonymous web traffic for actionable insights and holistic views of current or future customers, enabling targeted personalization through direct mail, email, display, and social.

### **In-Market Digital Interest and Intent**

Our providers mine a vast amount of digital cross-device data for insights on interests and behaviors. Available on a weekly basis, this information is set up to enhance customer relationship management (CRM) lists, personalize offers, and identify ideal in-market customers and prospects.

### **Onboarding Services**

Access to some of the largest deterministic identity graphs to enable omnichannel targeting and measurement through Allant's Data Management Platform (DMP) Partners. Our repository includes over 200 million digitally active consumers and over 500 Demand Side Platforms (DSP) including all social media entities. Allant compliments these services with superior onboarding match rates through our data quality, hygiene and enhancement capabilities, in addition to our white glove customer service.

## BUSINESS DATA SOLUTIONS

### **Firmographic**

Our comprehensive business data includes 30+ million businesses, including millions of hard-to-find and hard-to-reach small businesses. It combines business firmographics such as industry, size, linkage, and key contact variables, along with spend estimates and credit information across U.S. and Canada.

### **New Businesses**

Allant combines weekly and/or monthly new businesses by partnering with several business data and public sources to create more than 250,000 new business listings each month.

### **Business Email**

Allant offers over millions of emails available for append, reverse append, marketing, and onboarding use. Complemented with name, title, and gender, these contact emails represent a key touchpoint for top and mid-level executives across all industries and business sizes.

### **Professional Licenses**

Sourced from state licensing boards, these active professionals are typically paired with their home address. Expect to discover a wide variety of disciplines including healthcare, nursing, construction, social services, education, insurance, real estate, accounting, and engineering.

### **Churches, Schools & Government**

Certain niche industries deserve more attention to maintain accuracy, coverage, and depth of employer detail. Churches, Schools and Government represent key segments that offer unique attributes and serve highly specialized markets.

### **Owners & Executives at Home**

Allant's crosswalk of consumer and executive profiles brings forward new connections to your existing customers and unique segments built using both firmographics and demographics. Let your imagination run wild creating qualified and previously undiscovered markets.

