

Maximize Lifetime Value

Using Trigger Marketing Programs & Life Stage Data

Reach current & new customers during important periods of transition & changing behavior.



New product and service needs



New brand affiliations



Increased purchase activity

Life Stage Data

Speedeon Data compiles a comprehensive listing of life stage data, including:

OR

Mover Data

On average, movers spend \$9,000 and engage 71 new brands within the first 3 months of moving.

FOR

Trigger Strategies

Match lifestyle or mover data to CRM data and identify customers in key life stages.



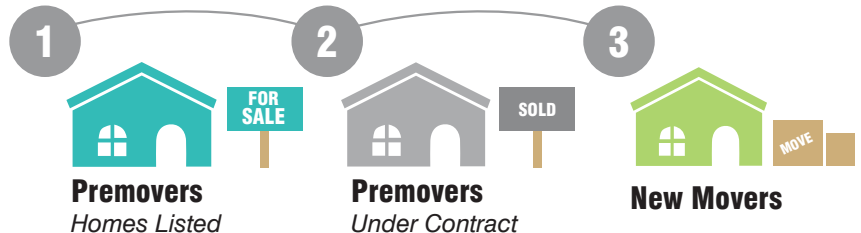
Newly Married
Just got hitched!



New Baby
Baby on board!



Newly Single
Un-hitched



CRM Matches

Current Customer:

- Activation
- Retention
- Upsell & Cross-sell



Non-Matches

New Prospect:

- Acquisition

Why Use Trigger Data?

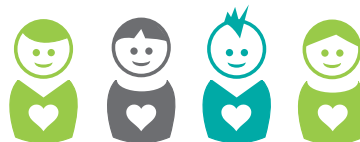
To reach the right person, at the right time, with the right message.



Increased response rates



Increased savings and revenue



More satisfied, engaged, and loyal customers

Contact Us

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