

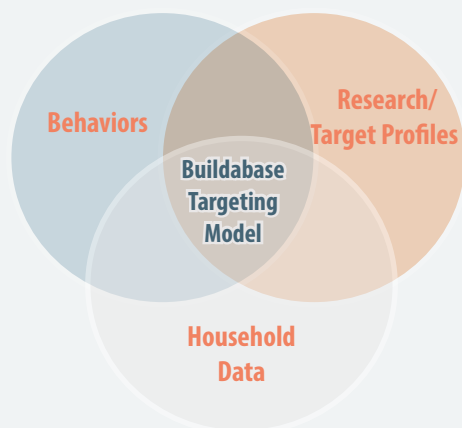
Buildabase™ Targeted Prospecting

an Anthem Marketing Solution



Our innovative prospecting solution identifies consumers with the greatest propensities to exhibit desired category behaviors, not just descriptive profiles. Our approach rapidly delivers highly targeted lists with the capability to reach those consumers directly across multiple channels, as well as casting a net around areas with high concentrations of the target.

APPROACH



Our modeling approach builds upon observed behaviors to incorporate research and other internal sources, isolating consumers with highest brand affinities and propensities to exhibit desired behaviors, not just previous buyers.

Model-based selection outperforms list rental and demographic selection by expanding prospect pool, and providing purchase cues to likely buyers, allowing us to deliver the right message to the right person at the right time.

Buildabase™ lists isolate prospects with the highest behavioral and attitudinal affinities to drive better response rates.

DEPLOYMENT

Highly targeted cross-channel prospecting offers surgical precision, customizable contacts/offers, and measurable results, even for businesses without a direct marketing heritage.

Buildabase™ offers rapid database expansion and new customer growth strategies for marketers

- Contacts can be made through multiple channels
- Behaviorally and geographically targeted
- Rich profile details available, including consumer expenditure data
- Can be combined with physical store profiles to provide market-specific and stores-specific intelligence



WHY WORK WITH US?

Anthem is results-driven, client-focused, and solution-neutral. We specialize in delivering value to clients through world-class problemsolving and analytics, and consumer-centric data interpretation across all marketing channels.