



## ALLANT DATA SOLUTIONS

**Convert Big 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, how they shop and more — to get marketing results faster, more efficiently and effectively.

- Identify, test, compile and verify the most relevant, useful and meaningful data, whether it's yours or what the market offers
- Access third-party data assets, built upon/based on/derived from your business objectives, to develop a holistic view of your consumer and business customer profiles
- Gain detailed insights that are more robust, accurate and valuable for better and faster decision-making

### **Know Them. Segment Them. Reach Them.**

- Digital & Email
- Consumer
- Business
- Segmentation & Derived
- Automotive

### **Why Data From Allant?**

- Data independent
- Multisource tested solutions
- Cost-effective
- Recognized strategic partner
- Proven performance through use in our own analytic models





## Data Evaluations

Allant's data independence means we can test and evaluate multiple data sources looking at all factors: coverage, performance and cost. An evaluation can provide direction when making decisions regarding differences and similarities among data sources. We do this every two years on most of our data assets.

Many data engagements start with the Allant team completing a data review to create a customized recommendation. The data review includes:

- An understanding of your current data sourcing and marketing strategy
- A data audit to document what data you are currently receiving along with a cost analysis
- A customized recommendation of data sources that will increase your targeting performance and offer cost-effective access for your data solution

## Data Integration

Leverage Allant's advanced, highly flexible identity resolution and data platform capabilities to significantly accelerate the speed of data preparation and integration.

Using advanced data hygiene, linking and enhancement tools, we can simplify and clean the data so it's usable for analysis. Then we'll put it to work through data engineering services that include data aggregation, manipulation, derived attribution creation, scoring, response attribution and custom business rules.

### Address Hygiene

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

### Email Hygiene

- Email Update
- Email Change of Address

### Phone Hygiene

- Phone Number Verification
- Data Automation

## Pricing

Not only can we provide a broader variety of data to suit your needs, but our pricing is extremely cost competitive against direct sources of data. Data can be purchased as needed, as a list or as one element at a time. We can also provide a full file install for more extensive usage.



## DIGITAL

### Location-Based Data

Determine what is driving location visits while measuring foot traffic patterns to connect with and understand audiences with our location-based data. This data, collected weekly, allows you to leverage cleansed anonymous location data from over 200 million unique devices to execute on audience strategy.

### 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, social and more.

### Targeted media performance

Why pay twice? Our 3rd party data partnerships allow us to offer a rebate on digital audience fees when running media across select Platinum Network partners, including DV360, theTradeDesk, Centro and few others when licensing our offline data.

### In-market Digital Interest/Intent

Our providers mine a vast amount of digital cross-device data for insights on interests / behaviors, available on a weekly basis, 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 with Allant's Data Management Platform (DMP) Partners. \*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.

Allant also offers independent digital measurement for true ROI and omnichannel attribution.

## EMAIL

### Email 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 deliverable email addresses of existing customers, all of which are permission based.

### 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 data also gives you the ability to send a one-time email message to customers, seeking permission to continue to contact them.

### ECOA

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

### SafeToSend®

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—that is 100% guaranteed to be deliverable to an active email address.





## CONSUMER

### Demographic

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

### Purchase Behavior/Transaction

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 Interest

This data includes more than 1,200 self-reported elements from consumers who have completed surveys on leisure activities, brand preferences, computer ownership, occupations, ailments, diet, fitness, financial products, reading, etc.

### Life Event Triggers

We leverage our multisource customer data to identify important life events that can predict and trigger demand for products and services.

### Pre and Post Mover

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 moved.

### 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.

## BUSINESS

### Firmographic

Our comprehensive business data includes 30+ million businesses, including millions of hard to find and hard to reach small businesses. It combines business demographic and credit information and encompasses all industries and geographic regions.

### New Business

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.



## SEGMENTATION AND DERIVED

### Lifestyle Segmentation Characteristics

Allant's multisourced consumer data can be used to identify important life stages or to group consumers with similar demographic, lifestyle and media consumption characteristics, allowing marketers to align offerings, predict and trigger demand for products and services. In addition, we offer a proprietary, innovative program built specifically to provide pinpoint targeting for the retail and insurance industries.

### Audience Propensities

Audience Propensities are 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.

### Derived Data

Allant's unique offering, derived data, determines the likelihood a customer will take a particular action. These elements provide an opportunity to target specific individuals, households, or businesses based on past purchase behavior.

### Affinity Solutions

Our affinity buyer graph contains 10+ billion transactions and 4,000 banks/financial partners to discover individuals purchase patterns and behaviors using machine learning and analytics.

### Healthcare

Allant's healthcare data contains 160 million anonymized claims and medical history info and has HIPAA compliant modeling behind a firewall. This data covers 12 health conditions, 18 health behaviors, 13 health screenings and 10 health family values.

## AUTOMOTIVE

### 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.

