

Demographic Marketing Data

Identify New Prospects and Deepen Customer Relationships



Demographic Marketing Data services from Raddon are designed specifically for financial marketers. We deliver the most accurate data available to help you provide the right products to the right customers and prospects at the right time.

Understanding customer and prospect characteristics, lifestyles and the drivers of financial behaviors is essential for cost efficient, successful marketing campaigns. As a leading provider of financial services industry research, Raddon is uniquely positioned to offer customized demographic marketing data that enable you to:

- Target consumers who are likely candidates for deposits, loans, credit cards and other products
- Identify financial behaviors to uncover new revenue opportunities
- Enhance campaign results through multi-channel marketing

Meeting your customer acquisition, cross-sales and retention goals requires the ability to target customers and prospects with offers that are most likely to meet their needs. Homeownership, income, age, presence of children, gender and marital status are examples of data elements that have high match rates and predictive value for financial product offers. By adding these demographic attributes over and over, Raddon can suggest the best data selections for each product offer.

Consumer Demographics

Forging deeper relationships with consumers and businesses requires an understanding of their unique needs. Who are your most valuable customers? What influences their buying decisions and what are their preferences? What is the best way to reach them? Our analysis and segmentation is enriched with high-quality, relevant lifestyle data and exceptionally high demographic data append match rates to help ensure you are targeting the right customers with the right messages. Raddon analysts look for trends, niches and better campaign results on a daily basis. Our consumer segments are refreshed with the latest financial purchase behaviors using Raddon Research Insights. Enhanced consumer and business demographics empower you to communicate with consumers and businesses more effectively.

Leverage Your Customer Base

It is less expensive to keep an existing customer than it is to find a new one, so building strong relationships with existing customers is important. Cross-sell campaigns should utilize a combination of internal and external data to produce the best results. By appending detailed consumer and business demographics to your customer records, Raddon can help you maximize your cross-selling efforts.

Business Demographics

Building a pipeline of actionable leads requires accurate, detailed prospect data. Raddon and our partners take the necessary measures to confirm the accuracy of our business data so that your sales and marketing efforts get the best results.



Raddon has been providing financial institutions with research-based solutions since 1983. Since we work exclusively with financial institutions, we understand the industry and can apply our practical know-how to the unique challenges and opportunities financial institutions face. We combine best practices in research and analysis with consulting and technology solutions to help institutions achieve sustainable growth and improve financial performance.

To compile our business databases, we obtain baseline information from multiple sources, then verify and enhance each record through annual telephone interviews.

In addition to individual business contact information such as title, address and email address, you can append business spending models to your database. This allows you to see how much a company is spending on your service.

Prospect Lists

Spending limited funds on bad data can reduce the effectiveness of your campaigns. Raddon has spent years developing the most productive lists for financial services marketers. We can target prospects as broadly or narrowly as you require and pinpoint financial behaviors through Raddon's segmentation scheme. Additionally, you'll have access to invitation-to-apply lists and prescreen lists.

You can also sharpen your campaign targeting efforts with our look-alike reports, which include customers and prospects with characteristics similar to those of your most profitable customers. Once Raddon profiles your institution's top customers by age, income, marital status, etc., we can identify and target other customers and prospects with the same or similar characteristics.

Prescreen Triggers

Target customers and prospects that meet your underwriting criteria when they are in the market for a loan. We enable you to target existing customers, potential customers or a combination of both based on customized financial criteria including geography, credit scores, home ownership and loan-to-value on mortgages.

Multi-Channel Marketing

Reaching your customers and prospects requires an understanding of which communications channels they use. Raddon can help you determine the ideal combination of email, mail, telemarketing and social media that will enhance your direct marketing results. Our goal is to help you make intelligent marketing decisions for faster, more profitable returns on your marketing investment.

Meticulous Database Hygiene

Poor data quality doesn't just increase sales and marketing costs, it impacts the entire organization. Our experts can help you save thousands of dollars by identifying and suppressing bad addresses, standardizing addresses to postal specifications, adding missing data and employing a comparison and verification process.

Raddon Segmentation Append

Raddon recommends routinely appending and/or refreshing your customer and business databases with the Raddon segmentation scheme. These segments allow you to know which customers are more likely to apply for an auto loan, use on-line banking or open a business line of credit. If needed, further campaign refinement occurs through a demographic screening process.

Connect With Us

For more information about Demographic Marketing Data, please contact us at 800-827-3500 or visit www.raddon.com.



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