

PRODUCT BRIEF:

Target NewParent

Target NewParent Data At A Glance

- 250 Million Consumers
- 178 Million Households
- 1,000 Preference Indicators



Each year, approximately 4.2 million children are born in the U.S. triggering a major life event for their parents¹. Within the first two years, new parents spend more than \$13,000 on child related goods and services². This is due to the simple fact that families, who are welcoming a new child, have time-sensitive needs.

Marketers can now leverage ICOM's *Target NewParent* data to reach new and expectant parents during a peak buying period.

ICOM's *Target NewParent* data can help you:

■ **Be the first to reach buying customers.**

Combine detailed consumer data with insight about expectant parents and new births to anticipate this major life-stage event.

■ **Streamline your marketing plans.** Effectively plan your marketing efforts by knowing when to reach out to these new and expectant parents.

■ **Increase your marketing universe.** Leverage data from 250 million consumers, with more than 1,000 demographic and lifestyle attributes including triggers for new parents.

Compiled from subscription lists, self reported data, transactional data and more, ICOM's *Target NewParent* data provides marketers with the ability to identify new parents' needs for:

- Children's accessories and merchandise such as:
 - Car seats
 - Strollers
 - Accessories
 - Home furnishings
 - Toys
 - Clothing
 - Home and delivery services
 - Travel and leisure for family-oriented vacations
- Insurance and financial services for new family planning

Call or email us today.

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About Us

Epsilon is the industry's leading marketing services firm. We combine a multi-channel and data-driven approach with strategic and analytical services to maximize your marketing success. Couple that with award winning creative agency services and a proprietary collection of consumer and business data for the most integrated marketing solutions available today. **For more information, visit epsilon.com.**

Epsilon Targeting aligns the collective resources of ICOM, leader in targeted marketing and manager of North America's largest survey response database, with Epsilon Data Services, manager of the largest and most deliverable composite database and Abacus, the world's original and largest cooperative database, to create the industry's leader in data solutions – connecting you with your best opportunities. We provide a holistic approach to data marketing – providing the depth and breadth of data and insight to make it actionable – creating programs that engage consumers and build loyalty. **For more information, visit epsilontargeting.com.**