

TargetPlus



Smart marketing. Sounds simple enough. But in today's complicated world of marketing and with so many sources of customer data available, how can you make the right decision on what data will drive home the results you want?

Enter TargetPlus (previously Advantage Choice).

With TargetPlus, you'll gain the benefit of:

- **Significant results** – Drive results from your marketing campaigns by targeting those customers most likely to respond to your offer.
- **Strong customer relationships** – Know who your customers are and you can better serve their needs and keep them loyal.
- **Fresh data** – Access the latest data available.
- **Experienced data experts** – Partner with the data experts at ICOM, a division of Epsilon Targeting, who are skilled at crafting data solutions to help you make use of the right customer data.
- **Cost-savings** – Eliminate waste by marketing to the right people.
- **Better ROI** – Increase your bottom line by retaining your loyal customers and finding new ones.

ICOM has cultivated one of the most robust, complete, and deliverable composite files available anywhere. TargetPlus contains insightful market data on 250 million consumers spanning more than 1,000 demographic and lifestyle attributes. With this solid data foundation, you can build your knowledge of existing customers and prospects to target the right customers and develop campaigns that drive results.

Multi-sourced from public and proprietary sources, self-reported and transactional data, TargetPlus includes such unique attributes as:

- Transaction recency
- Core demographics
- Presence of children
- Home ownership
- Lifestyles and interests
- Mail order transactional data
- Intention data
- Trigger data

TargetPlus At A Glance:

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

The following is a sample of selects available through TargetPlus*:

DEMOGRAPHICS

Home Owner
Gender
Income
Age
Occupation
Ethnicity
Religion
Language
Presence of Children
Home Value
Political Party
Education
Length of Residence
Net Worth
Mail Order Responder
Real Property Data:
 Assessed Market Value
 Home Loan Amount
 Finished Square Feet
 Number of Rooms
 Presence of Swimming Pool

LIFESTYLES

Computers
Collectibles
Hobbies
Investments
Mail Order
Music Preferences
Diet Concerns
Reading
Sporting Interests
Donor/Social Concerns
Travel
Weight Loss

TRANSACTIONAL DATA

Female Apparel & Accessories
Male Apparel & Accessories
Kids Apparel & Accessories
Home Decor & Gifts
Bed & Bath/Linens
Beauty & Spa
Sports & Outdoor
Garage/Home Tools/Supplies
Home Electronics
Computer/Home Office
Gifts & General Merchandise
Home & Garden
Crafts & Hobbies
Books, Music, Movies
Food & Beverage
Pet Supplies
Collectibles
Health & Wellness
Art & Museum

*previously Advantage Choice

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.**