



## AGR Marketing Solutions

Since 2009, AGR has helped direct marketers, marketing service providers, and marketing data providers:

- Acquire & On-board New Customers
- Grow & Nurture Current Customers
- Retain & Reactivate Prior Customers

AGR works with all Consumer Marketing **Industries** Including but not limited to: Automotive, Cell Phone, Political, Insurance, Healthcare, Retail, Financial Services, Real Estate, Home Services, Direct Mail, On-line & Email Marketing, Consumer Data & Lists, Advertising & Marketing Agencies, and more.

### AGR GENERAL OVERVIEW

AGR delivers "On-Target" consumer profiles and marketing solutions by blending our wide data network with our Diverse Data Integration & Innovative Technology.

- Every month we complete **full file replace/rebuild** of over 240 million consumer profiles from over 120 billion on-line & off-line data points.
- All data passes multiple phases of **stringent hygiene and quality checks** to ensure the integrity and effectiveness.
- We then apply **advanced analytics** to create **measures, scores and ranks** to enhance segmentation and targeting.

AGR Solutions are custom designed and delivered via a **variety of platforms including**: (1) Bulk File, (2) Iterative Match/Append, (3) API's and (4) Marketing Lists.



### AGR Q1 2020 QUARTERLY UPDATE

We are constantly adding **new data sources and linkages** to:

1. **Add new** consumer records and information
2. **Update, enhance & verify** existing records
3. **Purge** aged and/or unverifiable data to suppression files.
4. **Enhance "Linkages"** to understand recency, frequency and presence across AGR Solutions & Databases.

The result is monthly volume updates, increasing rates on populated data fields, and consistently compliant and verified data.

In **Q1 2020 we added over 150 Million records across databases** with significant increases in **Voter-INSIGHT™** that also fed increases in quality and linkages for **INTELLI-LINK®**, **Generation-INSIGHT™** and all other databases.

**Coming Soon** are **Digital-INSIGHT™** for greater consumer behavioral insight & reachability - and - Area Level **Credit-INSIGHT™** to understand the consumer's credit profile at a zip+4 level and to forecast risk and responsiveness to credit offers.

Contact me today to explore how we can configure your unique **"AGR Marketing Mart"** that blends the data you need across AGR Solutions into a single monthly solution for a flat license fee.

## INSIGHT™ MARKETING SOLUTIONS – Q1 UPDATE

- **INTELLI-LINK®** analyzes and scores a consumer's presence, frequency and recency across compliant on-line and off-line data sources and channels. Understanding these intersections provides increased confidence in consumer identity, more reliable and deeper consumer insight for marketing plans - and - multi-source contact details for omni-channel cross media marketing.
- **GENERATION-INSIGHT™ & MILLENNIAL-INSIGHT™**: Analyze DOB from all sources and score the best information based on reliability and recency. The result is 100% completeness on month, day and year of birth.
- **EMAIL-INSIGHT™**: Aggregates email addresses from all sources and separately validates URL's to make sure they are still active and linked to the proper pages with privacy policies for 3rd party use.

AGR Marketing Solution	Total File	New in Q2
<b>INTELLI-LINK® - Identity Resolution &amp; Onboarding</b>	<b>213,696,951</b>	<b>5,341,203</b>
Linkage Score 1 (Match to Demographic File)	23,307,757	
Linkage Score 2	35,813,044	
Linkage Score 3	53,811,540	
Linkage Score 4+	100,764,610	
Demographic File Match	172,355,803	
<b>Generation-INSIGHT™ – Multi-Sourced 100% DOB Marketing Solution</b>	<b>188,012,960</b>	<b>33,982,410</b>
1. Gen Z - Ages < 24	3,001,036	
2. Millennial - Ages 24-39	46,498,129	
3. Gen X - Ages 40-55	52,255,911	
4. Boomers - Ages 56-74	60,180,700	
5. Silent - Ages 75+	26,077,184	
<b>Email-INSIGHT™ - 2018 Deliverable &amp; Compliant Marketing Solution</b>	<b>221,636,152</b>	<b>3,760,054</b>

## INTEL™ MULTI-SOURCED MARKETING DATABASE Q1 UPDATE (CONTACT US FOR DETAILS ON EACH FILE)

AGR Marketing Solution	Total File	New in Q2
<b>Property-INTEL™ - Comprehensive Real Estate Marketing Database</b>	<b>118,523,084</b>	<b>NO CHANGE</b>
<b>Auto™-INTEL – Automotive &amp; VIN Marketing Database</b>	<b>163,309,468</b>	<b>1,554,494</b>
<b>InMarket-INTEL™ – Consumer Application Marketing Database</b>	<b>116,586,173</b>	<b>2,267,998</b>
Short Form	78,614,740	705,496
Long Form	39,791,850	1,114,921
<b>CellPhone™-INTEL – Marketing database</b>	<b>173,236,715</b>	<b>4,118,943</b>
<b>Voters-INTEL™ – Marketing Database</b>	<b>149,757,989</b>	<b>8,775,474</b>
DEMOCRAT	70,545,010	4,332,490
INDEPENDENT	18,821,361	1,147,326
LIBERTARIAN	2,754,008	226,966
REPUBLICAN	57,637,610	3,068,692
<b>Veteran-INTEL™ – Marketing Database</b>	<b>30,941,956</b>	<b>3,715</b>
<b>Smoker-INTEL™ – Marketing Database</b>	<b>15,541,207</b>	<b>1,778</b>
<b>Biker-INTEL™ – Motorcycle Enthusiast Marketing Database</b>	<b>6,757,644</b>	<b>2,701</b>

## DATA-DETECTIVE™ CASE STUDY

**Data-DETECTIVE™** helps clients recover lost audience, "Tune-Up" their own marketing databases and files, and to append our data for increased consumer insight. A Database Marketer was getting poor results with it's In-House marketing database. AGR analyzed the database identifying over 32% bad channel identities. With AGR multi-file linkage, we **recovered 71%** of lost addresses and **increased overall reachability by 19%**.