

AGR Marketing Solutions, LLC Introduces Consumer Life-INSIGHT™

*To Link Disparate Consumer "Life Events".
And, enhance "Just-In-Time" Consumer Engagement Decisions*

PUNTA GORDA, Fla. - Aug. 3, 2021 - [PRLog](#) -- [AGR Marketing Solutions, LLC](#), a leader in delivering "On-Target" Consumer Marketing Profiles, today unveils Life-INSIGHT™ to link previously disparate and hard to find consumer life events together with our powerful INTELLI-LINK® consumer profiles. Life-INSIGHT™ gives clients the ability to make "Just-In-Time" marketing decisions to target and/or suppress thereby improving ROMI (Return on Marketing Investment).

Life events such as property acquisition or sale, moving, retirement, career changes, job loss, financial gain/loss, aging issues, serious illness or disability, death, and legal issues are all examples of "Life Events" that could impact the appropriateness of marketing to a consumer at any given time.

AGR's new Life-INSIGHT™ combines our POWERFUL & PROPRIETARY:

- *Publicly Sourced On-line & Off-Line Data Network,*
- *Data Intelligence & Data Science,*
- *Data Processing & Data Hygiene,*
- *Onboarding & Iterative File Linking, and*
- *Identity Resolution & Appends*

TO LINK disparate data points from multiple sources into useable "Life Event" intelligence.

Life-INSIGHT™ can be used to inspect, identify & analyze a consumers life situation and then to target or suppress consumers from marketing efforts based on a series of linked attributes that are updated and monitored over time.

Stephen Harwick, AGR Founder & CEO states, *"AGR's goal is to continuously leverage our broad data network and technologies to add dynamic linkages and intelligence to our consumer profiles. By on-boarding "Life Event" linkages into their systems and/or processes; our customers can optimize who they market to, what they say to them and when to say it. The result is more profitable consumer engagements."*

AGR Marketing Solutions, LLC is known for blending diverse and unique data with innovative linking technologies to create highly precise "On-Target" Consumer Marketing Profiles. Industries served include Automotive, Insurance, Healthcare, Retail, Consumer Credit, Financial Services, Direct Mail, On-line & Email Marketing, Consumer Data Companies, and Advertising & Marketing Agencies. The company was founded by Stephen Harwick who has over 40 years' experience in technology & data enabled marketing solutions. Learn more at www.agrmarketingsolutions.com.

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