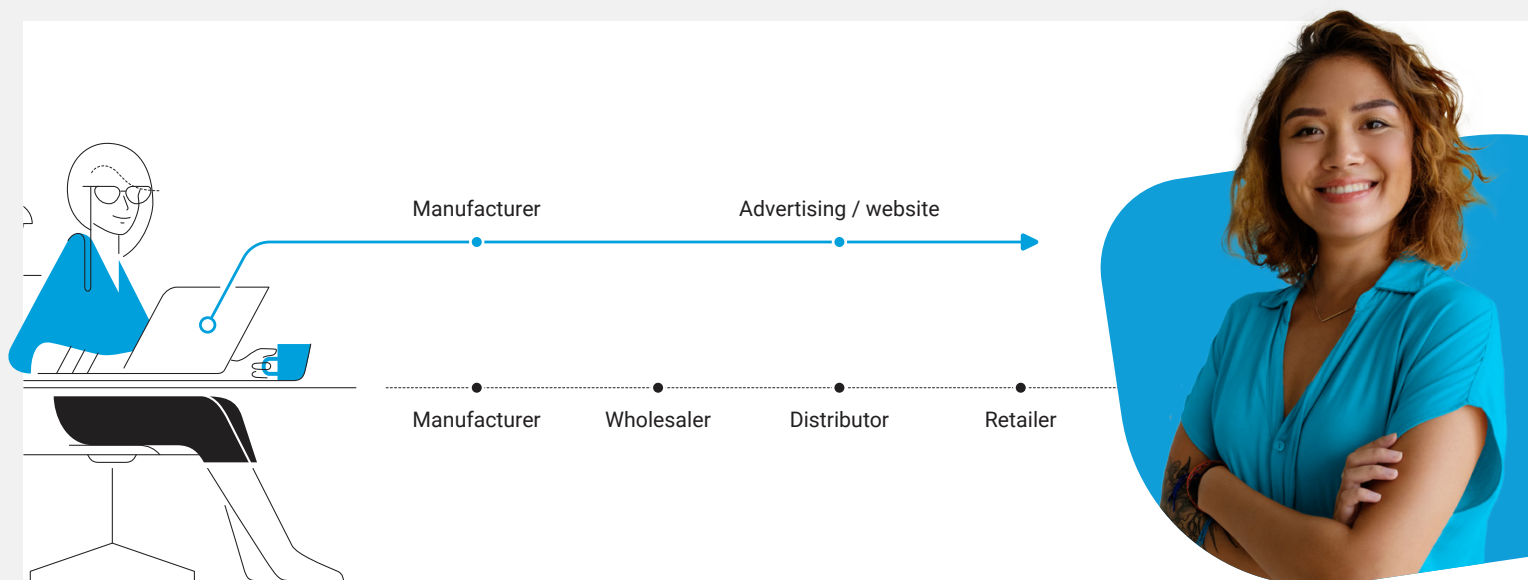




Develop strong D2C programs

Create and leverage direct connections to your customers with Data Axle



With market shifts, now is the time to embrace the practices of Direct-to-Consumer in your marketing efforts. Gather intelligence on who your customer is and develop targeted marketing strategies to deliver personalized marketing that makes a connection.

Data Axle is a leader in partnering with companies to define and execute their direct-to-consumer practices. We provide the strategic direction and execution that enable companies to better understand and connect with their customers. We can be the intelligence engine to fully understand your customers and drive engagement in cross-channel acquisition and retention programs with expertise in data, predictive modeling, campaign execution, and agency services.

We bring 50 years of data with an award-winning creative digital agency to deliver you new customers and intelligence on existing customers. This legacy of data empowers us to know your customers and reach them across all marketing channels.



Data Axle Expertise

With Data Axle, you'll receive a team of direct-to-consumer experts who have successfully built strategies for the country's largest companies. We will partner with you to see what's worked and where there are new opportunities, and design a program that drives better results.

Leveraging our wide portfolio spanning consumer data, data sciences, personas, customer journey development, creative and omnichannel execution from email, digital, social, direct mail to CTV- you'll receive a custom-designed program that delivers superior results and connects with your audiences.

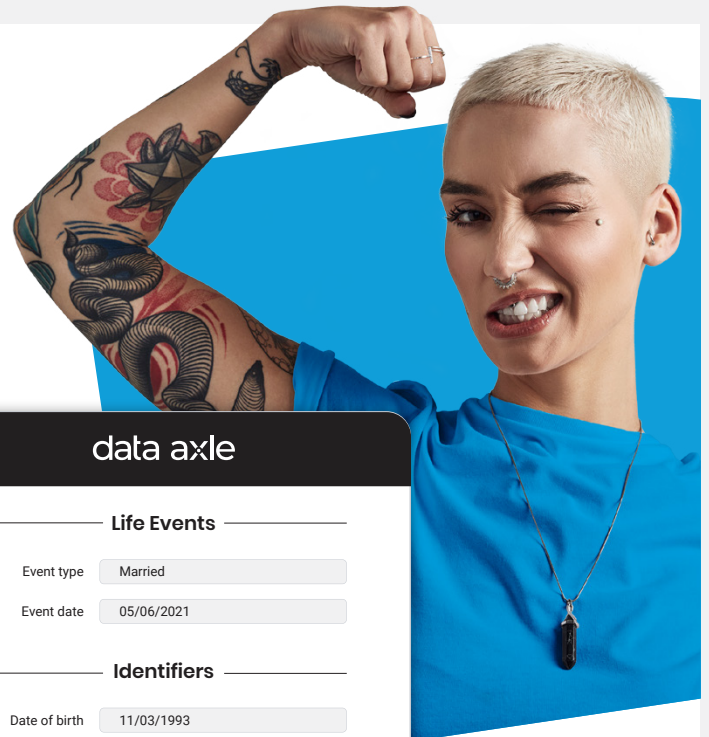


Products & Services

Gain intelligence

With Data Axle, you don't only get our data combined with your 1st party data; you'll get the intelligence to see the full 360-degree view of who your customer is through advanced segmentation and living personas to understand your total addressable market. Also, with Data Axle's unique B2C Link offering, you can see everything about your target customer, from their profession to their spending habits. *We offer:*

- Strategy
- Data processing
- Data sciences
- Business firmographics and intent data
- Consumer demographics, behavioral, and life event data
- B2C link



Acquire new customers

Leverage the broadest set of third-party business and consumer data available to complement your data assets and acquire new customers with tailored online and offline experiences. With Data Axle's agency services, we can design and execute full programs and do all the heavy lifting for you or provide you with the tools and expertise to design your own initiatives. *We offer:*


- Agency services (strategy, omnichannel deployment/activation, measurement)
- Lead generation
- Data services
- Cross-channel execution
- Digital data, onboarding
- Media planning/activation



Retain existing customers

Retain and upsell existing customers through data-driven strategies. Reach them in new D2C channels while measuring and protecting traditional core channels. *We offer:*

- Data services
- Digital data, onboarding, and media planning/activation
- Agency services (strategy, omnichannel deployment/activation, measurement)
- Cross-channel execution



data axle

Life Events

Event type

Event date

Identifiers

Date of birth

Interests



data axle

Life Events

Event type

Event date

Identifiers

Date of birth

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Improve Experiences

Improve customer experience through more seamless evaluation and onboarding. By leveraging data and technology from Data Axle to see a 360 degree view of your customers and prospects, you can understand which interactions will create the best customer experience. *We offer:*

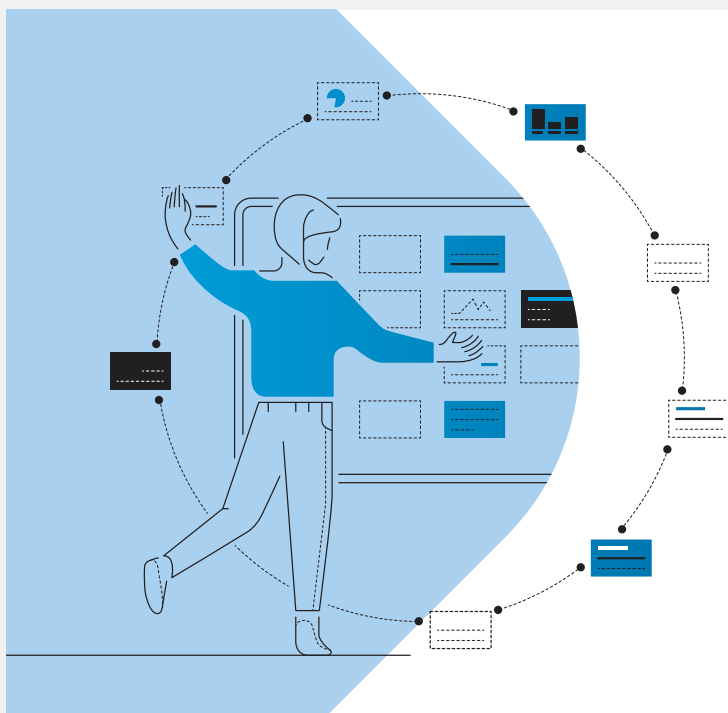
- Data Axle APIs and full file installs
- Data Axle CDP / CRM integrations
- Master data management
- Custom development
- Audience analysis
- Personas
- Customer journey development
- 1:1 communication strategies
- Campaign execution

How should you interact with consumers?

58% of survey respondents said email. But if you want to reach Gen Z, try social media – 63% of them want to hear from you there.



Products & Services



Data

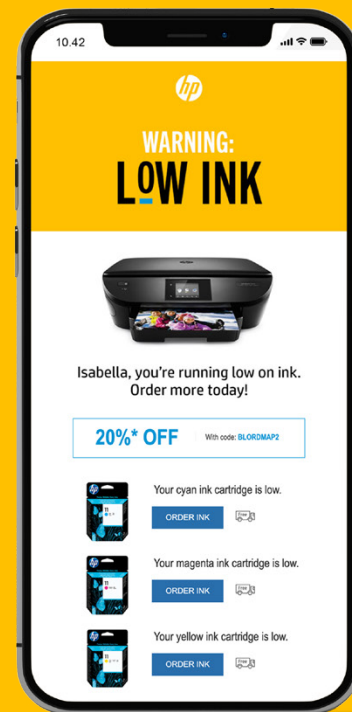
Covering nearly every adult in North America with 175 different attributes, our consumer profiles are built from more than 100 deterministic sources, including real estate, tax assessments, voter registrations, utility connections, bill processors, and more, giving businesses the ability to build marketing campaigns based on hundreds of data attributes.

Our unique and industry leading B2C Link adds important information about your customer and prospects business lives to give you a unique view of your audience with their business and consumer characteristics. This empowers you to create accurate profiles that allow you to target personal or professional accounts across channels.

Agency & Marketing Services

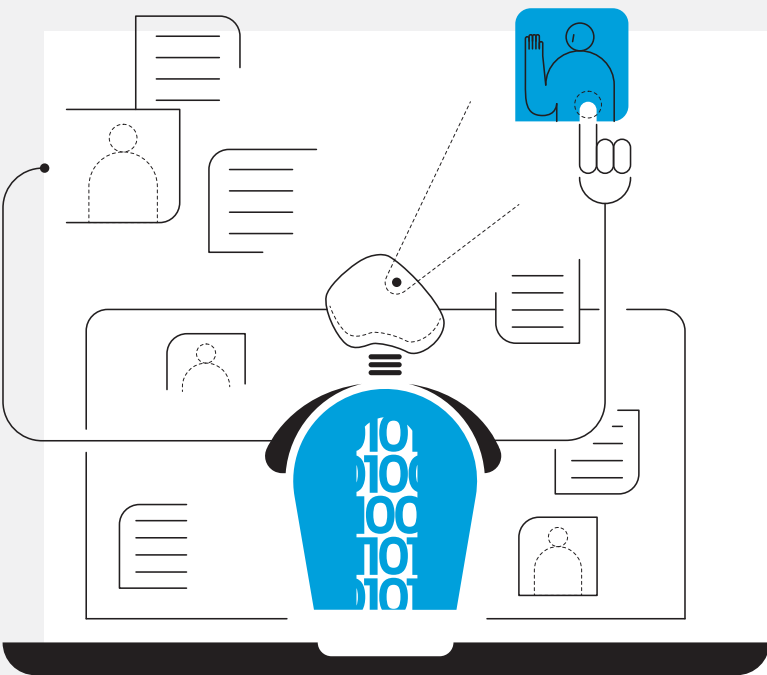
Data Axle has 45+ years of excellence in CRM and we partner with our clients to provide data-driven insights, predictive marketing, robust communication strategies, award-winning creative, and campaign management.

- Build your D2C program with data modeling, predictive analytics, and AI-powered insights from our experts.
- Leverage our team to define custom audiences, onboard your first-party data, or create custom media plans, eye-popping creative, and fully execute omnichannel acquisition programs with complete transparency and reporting to understand the true performance of your D2C marketing programs.
- Get campaign development and production, with extensive experience in direct mail, email, and digital applications and channels. Our breadth of experience will ensure your legacy channels are protected while bringing new D2C programs to life.





Products & Services

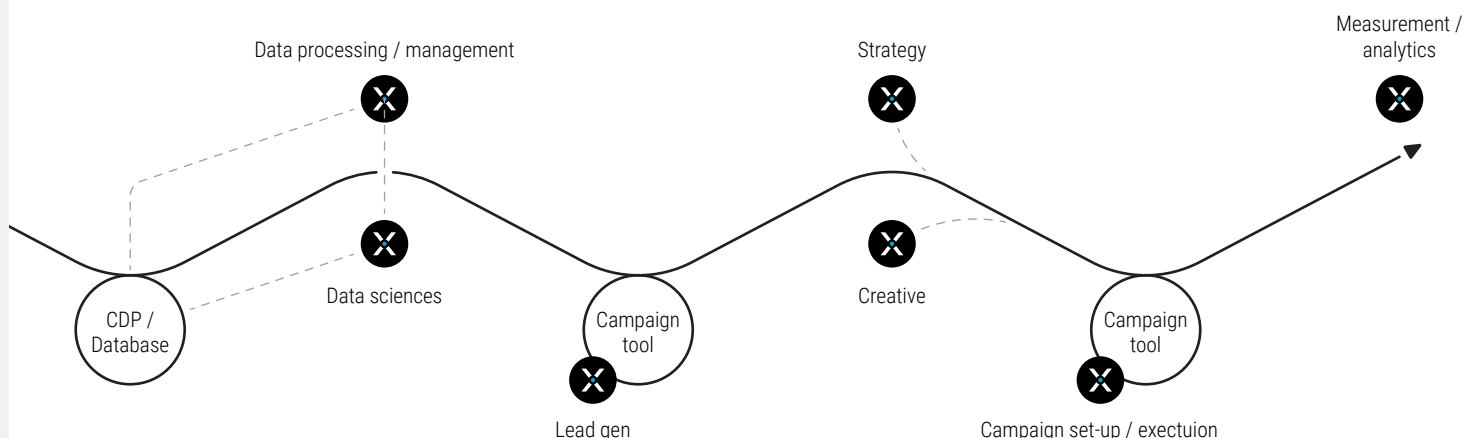


Technology & Lead Gen Solutions

From sales enablement to integrations into your tech stack, we can bring data into critical components of your DTC program to provide access to the most up-to-date insights and prospects available.

- **Data Axle Genie** - new or expanded groups of field representatives can leverage Data Axle Genie to find and track new prospects.
- **Data Axle APIs** – with our APIs and partner integrations you can put data right where you need it in your CDP, data lake, or CRM.
- **Data Axle Lead Gen Services** - acquire new prospects, reactivate inactive customers, and encourage repeat purchases, through paid opt-in digital marketing placements.

Seamlessly integrated end-to-end solutions



Contact Us

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