

LOCATION-BASED MARKETING DATA

HIGH-RESPONSE DATA, LISTS &
AUDIENCES FOR DISCOUNT RX
CARD MARKETING

POWER
LISTS & DATA



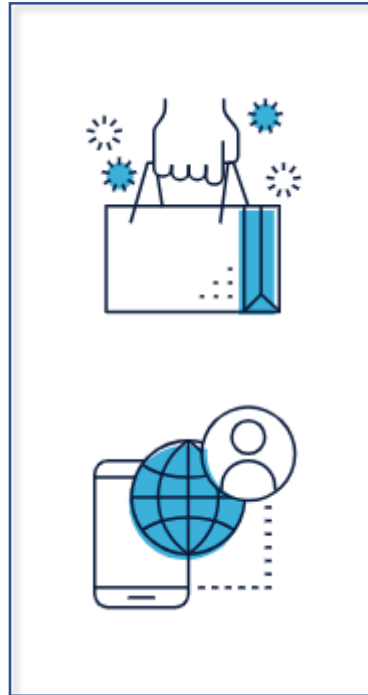
OVERVIEW

Location-based marketing data allows you to generate better response and conversion rates by precisely targeting visitors using direct mail, email, digital and social channels

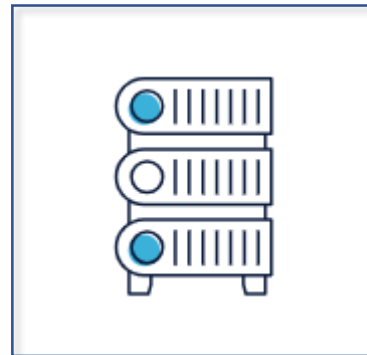
1 – Select Location



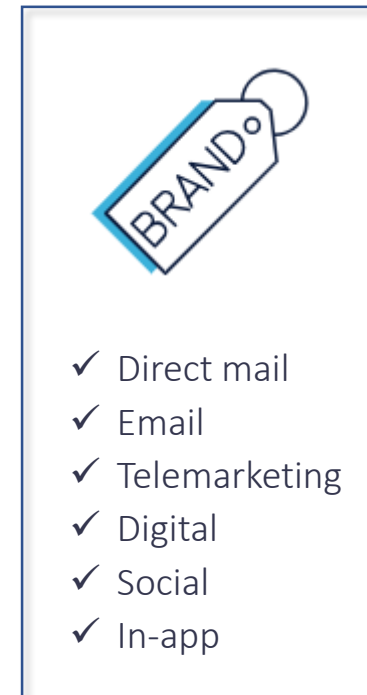
2 – Identify Visitors



3 – Compile List



4 – Reach Prospects



5 – Get Results



PROSPECTS FOR DISCOUNT RX CARDS



Pharmacy Visitors

- Walgreens
- CVS
- Rite Aid
- More...



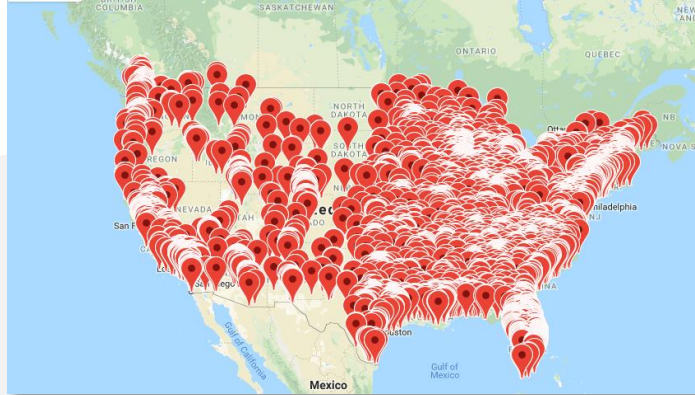
Dollar Retailer Visitors

- Family Dollar
- Dollar General
- Dollar Tree
- More...

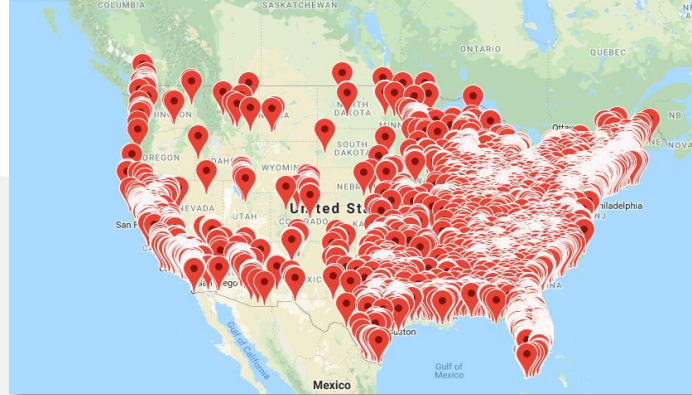


PROSPECTS FOR DISCOUNT Rx CARDS

Walgreens



CVS pharmacy®



RITE AID
PHARMACY



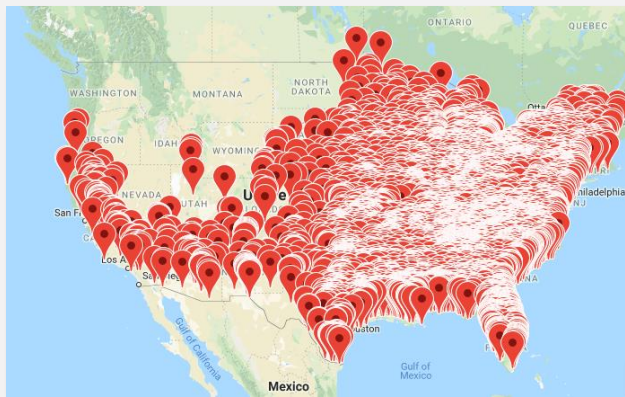
Retailer	Locations	Last 30 Days	Last 60 Days	Last 90 Days
Pharmacies				
Walgreens	11,373	4,621,938	9,243,876	13,865,814
CVS Pharmacy	15,097	5,234,573	10,469,146	15,703,719
Rite Aid	5,720	1,615,844	3,231,688	4,847,532
Total	11,373	11,472,355	22,944,710	34,417,065
Discount Stores				
Family Dollar	2,733	244,171	488,342	732,513
Dollar General	8,920	642,924	1,285,848	1,928,772
Dollar Tree	7,952	1,297,274	2,594,548	3,891,822
Total	8,920	2,184,369	4,368,738	6,553,107

EXAMPLE FOR DISCOUNT RX CARDS

Walgreens



DOLLAR GENERAL



30-Day Visitor Hotline Test

- 20k direct mail *
- 10k emails deployed *
- 40k digital/social audience

Price

\$125/m postal records **
\$25/m emails deployed **
\$10/m MAIDs or \$1/m ads

* Minimums

** Excludes custom selects

LOCATION-BASED CLIENT RESULTS



Mattress Store Chain

Targeted their shoppers and competitors for conquest marketing

+266%

Lift vs. control

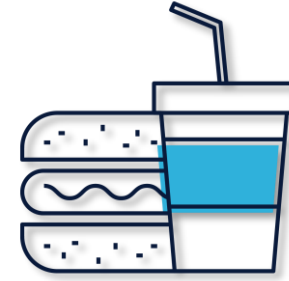


Shopping Mall Chains

Targeted their shoppers to come back for Black Friday incentives

0.51%

Click-through rate, exceeding their control mobile CTR



Fast Casual Mexican Chain

Targeted their diners and competitive audiences with special offers

+67%

Lift vs. control

LOCATION-BASED DATA OPTIONS



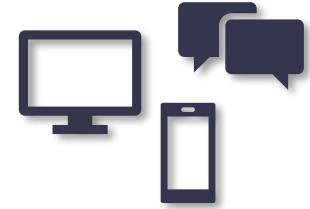
Direct Mail & Phone

- Reach visitors using postal data
- Reach visitors using telemarketing



Email

- Reach visitors using email campaigns



Digital & Social

- Reach visitors using digital display, social, mobile apps and other addressable media (Pandora, etc.)



- ✓ All location-based audiences can be enhanced with hundreds of other selects, including vehicle ownership data, age, income and more.
- ✓ Location-based data can be used to match to existing your customers and prospects. Additionally, email addresses can be converted to MD5 hash for matching.

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**Contact us today for
your next Discount Rx
campaign!**



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