

Reach Buyers Using Life Event Triggers

Engage Consumers in Need of Your Products or Services

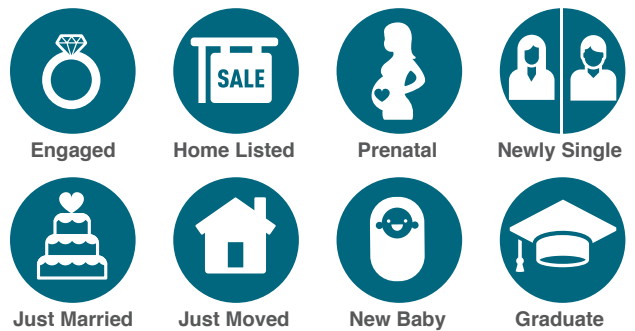
As consumers move, get married, have children, enter and graduate college, and undergo other life events, their needs, purchase behaviors, and brand affiliations change dramatically. This is a critical time for brands to acquire and retain valuable customers.

For more than 10 years, **Speedeon** has enabled leading brands to acquire and retain valuable customers using life event trigger marketing programs.

Life Event Programs Can Outperform Traditional Marketing

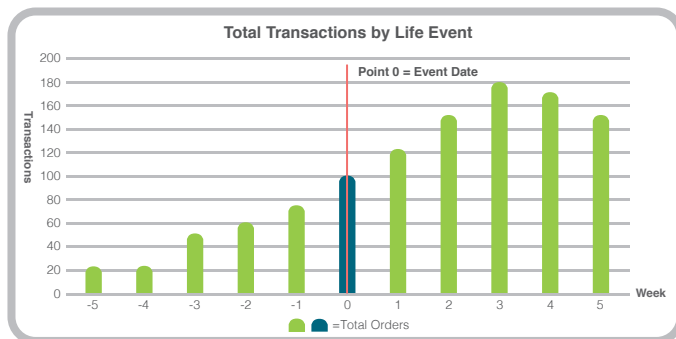
Moving and other life events increase the likelihood that a consumer may be in-market for your products or services.

Highly personalized communications based on life event triggers can **increase response rates by up to 10 times¹** compared to traditionally-timed campaigns. They can be used in a variety of acquisition, retention, or cross-sell and upsell programs.



Fine-tune life event audiences and marketing communications

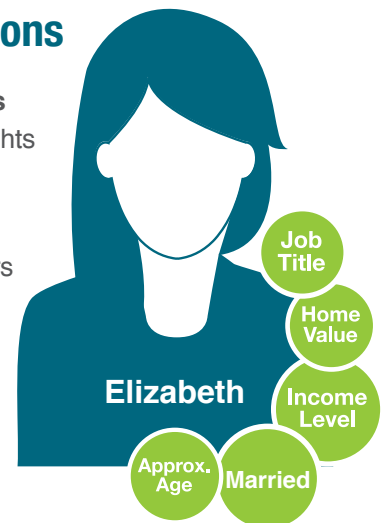
✓ **Life Event Histograms** enable you to understand when customers are purchasing relevant to life events



✓ **Demographic overlays** enhance customer insights

✓ **Response models** identify customers most likely to respond to offers

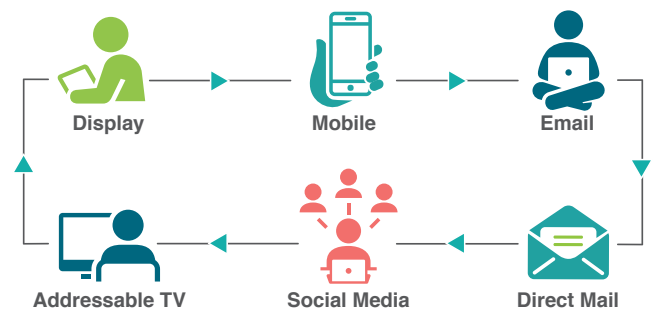
✓ **Cloning models** identify consumers who look and act like your best customers



Reach targeted consumers through high-impact, omnichannel communications

Multi-channel marketing strategies enable brands to effectively utilize life-event triggers to engage consumers when they are in market for their products or services. Well timed, personalized communications lead to enhanced brand experiences and higher lifetime value customers.

Contact Speedeon for more information about data-driven marketing solutions that are delivered on time, within budget, and that meet your marketing needs.



¹ McKinsey Digital