

# Marketing Solutions for Smart Devices

## Reach Consumers When They Are In-Market for Smart Devices

Consumers in the process of moving are up to **3X more likely to purchase home security**, home monitoring, and other smart home technology than non-movers, according to our research.

For more than 10 years, **Speedeon has provided end-to-end, data-driven marketing solutions for leading brands** that identify and engage the right consumers through impactful, omnichannel communications when they are in-market for smart home technology.

### Identify movers interested in connected devices

**Moving increases the likelihood** that a consumer may be in-market for a connected device.

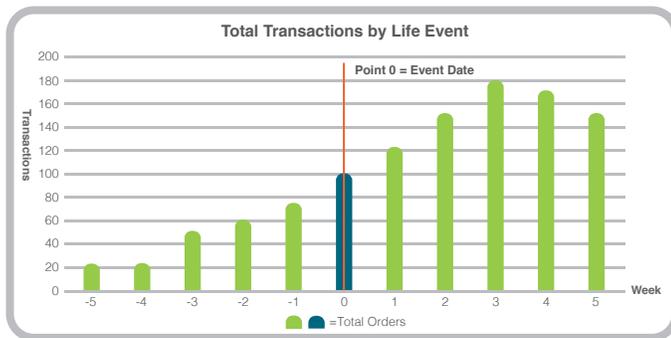
Highly personalized communications based on life event triggers, such as listing a home or moving can **increase response rates by up to 10 times<sup>1</sup>** compared to traditionally-timed campaigns.

Life event-based communications can be used in a variety of acquisition, retention, or cross-sell and upsell campaigns.



### Fine-tune consumer audiences and marketing communications

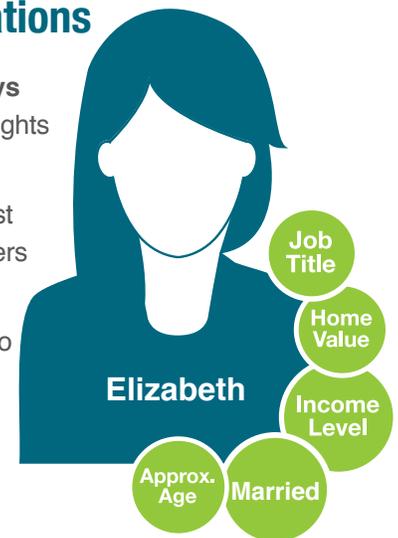
✓ **Life Event Histograms** enable brands to understand when customers are purchasing relevant to life events



✓ **Demographic overlays** enhance customer insights

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

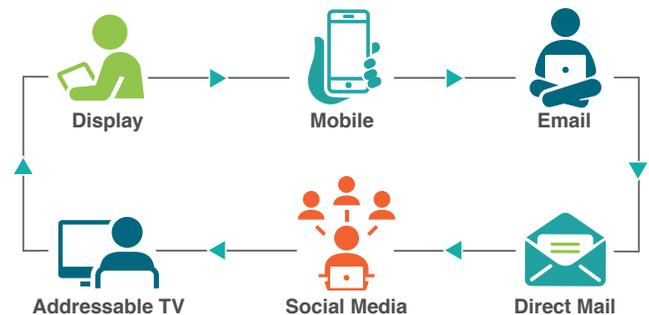
✓ **Cloning models** identify consumers who look and act like your best customers



### Reach targeted consumers through high-impact, omnichannel communications

Omnichannel 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.



<sup>1</sup> McKinsey Digital