

What we do with data

- | | |
|-------------|----------------------|
| Analyze | Suppress |
| Collect | Build Databases |
| Consolidate | Cleanse Databases |
| Cross Match | Develop Databases |
| Manage | Look-alike Modeling |
| Map | Monitor Performance |
| Match | Report Performance |
| Model | Predictive Modeling |
| Source | Prospect Modeling |
| Strategize | Real-time Dashboards |



Transform intuition into data driven customer insights
 Let's turn a sea of data into consolidated, concise information,
 giving you the ability to immediately develop a rapport with your
 prospects when you market to them.



As a full-service marketing agency, we'll bring you results by delivering the right message, at the right time, in the right place. Through print and digital, we'll tell them your story and motivate them to take action by combining the science of data, insights, strategy, and compelling creative.

Making millions of connections, one at a time.





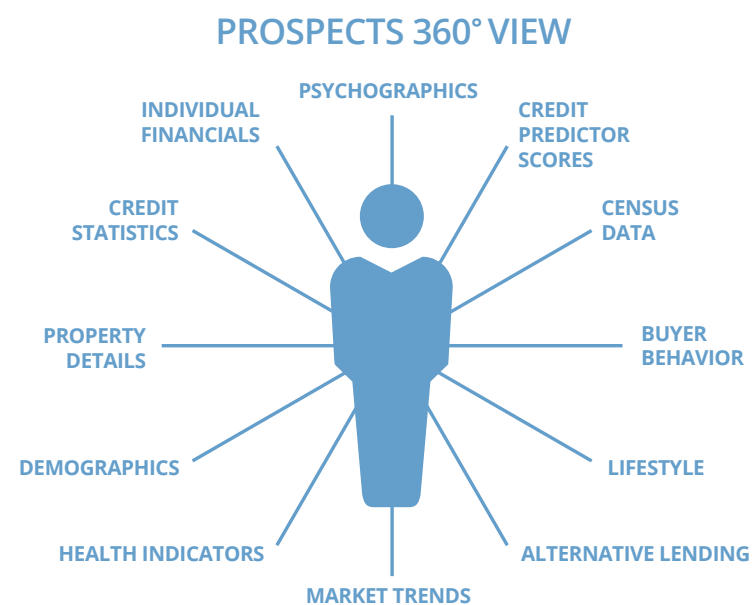
Rather than using intuition to target prospects and nurture customers, be certain. Validate it with data.

Use the right data

Now you have more data at your disposal than ever before. Data is simply data if it's not relevant to those you seek to attract. Condense it and turn it into relatable insights so you can build strong relationships.

Be customer intelligent

Understand how your ideal customers tick and then expand your database by aligning their profiles with others who have the same traits, likes and behavior patterns. This can happen with accuLink® – our proprietary, national consumer database.



For a comprehensive list of each category, visit sourcelink.com

Let's find your ideal customers and inspire them to choose you. Several data sources are utilized in developing the profiles on your ideal customers to provide you with the most relevant information for marketing to them.

TODD JONES: Age: 32, single dad, \$35,000 income, active lifestyle , credit score: 580



DEMOGRAPHICS

- Divorced
- Renter
- One Child

CHANNELS:

- Mostly online purchasing
- Pays 80% of bills via mobile
- Prefers text communications

SARAH MILLER: Age: 66, retired, , \$65,000 fixed income, credit score: 780



DEMOGRAPHICS:

- Married
- Homeowner
- Grandmother

CHANNELS:

- Mostly in-store purchasing
- Pays 100% of bills via mail
- Prefers mailed communications

JESSICA CHINN: Age: 28, professional, \$55,000 income, credit score: 625



DEMOGRAPHICS:

- Married
- Homeowner
- No children

CHANNELS:

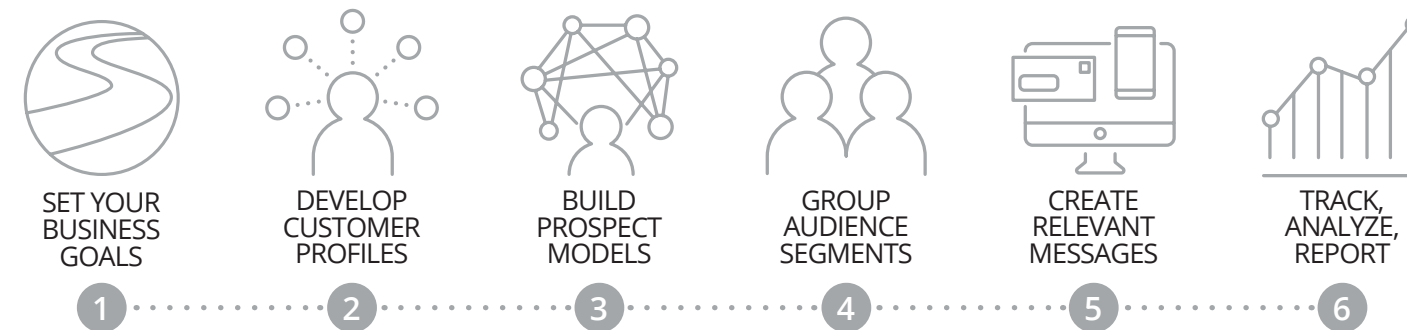
- Mix of online and in-store purchasing
- Pays 90% of bills online
- Prefers email communications



Improve your customer intelligence today and experience better results.

Let the journey begin

The conversation about what you're trying to accomplish is where we start. From there, we map the journey of your customers and use that map to guide the development strategies to reach your ideal customers where they spend the majority of their time.



Let's talk.

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