Intent Driven Marketing Offer

If you are looking for the best prospects look no further than the ones who have already raised their hand with interest for your product or service. Regardless, if they are or are not aware of your brand! We firmly believe our Intent Driven Marketing program will interest you.

Intent Data is data offering real world prospects who have already expressed interest in a specific category. They may or may not know anything of your brand but we know that they have already raised their hand with interest for your product or service.

We all know the best prospects are ones who are already in-market and that's exactly what our Intent Driven Marketing program brings to the table for you.

We start with your customer data and then layer in unique real world consumer data including both online and offline. Website visits, content, and actual 1st Party transaction behavior are only part of what goes into the program. Our team of data scientist employs an advanced tech stack of AI machine learning to deliver prospect audiences historically proven to respond to products and services like yours with direct mail and digital.

The program is easy and inexpensive to test.
1- **We will provide you with <u>10,000 records</u> (name, address, email) for the price of <u>$1200.00</u>. There are no extra modeling costs and you are free to execute on those records as you wish.**
2- **That said, we have a special program offer to provide the execution for you.**
   - **We will totally waive the $1200 record fee above when we provide execution**
   - **The program price for the production and mailing of 10K of a 6 x 9 postcard @ $.70/each including First class postage.**
   - **Email execution only of 10K records @ $.44/record (up to 4 emails per record)**
   - **Email execution + Direct mail (pricing above) of 10K records @ $.31/record**
3- **We will conduct a full matchback analysis to demonstrate ROI**

- Data reflects the modern customer Journey across both online and offline touchpoints
- All data is CCPA Compliant & Soc II Certified
- Our data team processes 2.5 billion 1st party consumer transactions annually
- Records over 5+ billion brand website visits annually
- We will create over a Thousand model iterations to identify and optimize your prospect list
- You only receive records of consumers who have historically or recently raised their hand and are proven direct mail & digital responders
- No modeling costs
- Easy and quick to test, deploy and analyze results
- 2,000 minimum sales records needed for analysis

Michael C. Bann
Bann Business Solutions
Email   mike@BannBiz.com
Mobile   612-701-8078