

WHY PARTNER WITH SPEEDEON?

Driving Winning Results For Your Clients

For more than a decade, Speedeon has partnered with leading direct marketing agencies to help drive winning results for their clients' most important marketing programs and to successfully pitch new business opportunities.

Speedeon can help you to maximize your clients' return on marketing spend through custom, data-based marketing solutions that engage customers with impactful, multi-channel marketing communications.

The Speedeon Difference

We drive successful marketing outcomes for our agency partners and their clients by providing:

- The highest quality, multi-sourced consumer prospect, mover, life event, and business data.
- Expertise in direct and database marketing, predictive analytics, and other marketing services.
- A collaborative, client-focused approach, and rapid development and deployment capabilities.

As a result, Speedeon consistently provides innovative, data solutions delivered on time, within budget and ahead of the competition.

Success Begins With High Quality Data

Speedeon provides access to the highest quality consumer, mover, life stage and lifestyle data for more than 200 million individuals, 110 million households, and 30 million businesses.

We partner with leading offline and online data providers, which enables us to multi-source the highest quality marketing data - compiling thousands of data sources nightly into our extensive Data Management Platform. The result is the most timely, accurate and comprehensive data available anywhere.



Consumer

More than 1,000 demographic & ethnic attributes



Mover

Best-In-Class
Premover & New Mover



Life Event

Engaged, Newly Married,
Prenatal, New Baby, & More



Specialty Lists

Student, Veteran,
Auto, App Data, & More



Customer Identity

Address, Email Address,
Mobile ID, Digital & Social ID



Business

Existing & New Businesses
with Key Firmographics

Campaign Management Services

End-to-end management for all your clients' multi-channel marketing programs



Audience Development

- Build audiences using Speedeon's consumer prospect database, life stage triggers and specialty lists.
- Fine-tune high performance audiences using advanced data segmentation and predictive analytics.



Campaign Strategy

- Develop testing scenarios, timelines, and other campaign strategies to ensure your multichannel campaign achieves the most impactful and cost-effective results.



Deployment

- Deploy targeted campaigns across digital, social, email, mobile, display and direct mail.



Measurement

- Prove your value through full campaign measurement support, including: match-back analysis, cost per acquisition, break-even analysis, incrementality / lift analysis, and return on marketing investment.

WE SERVE LEADING BRANDS

from the following industries:



Financial Services



Insurance



Retail



Direct-to-Consumer



Residential Services



MSPs/Agencies



Business

Predictive Analytics Solutions

Predictive analytics can support your clients' marketing campaigns by presenting a comprehensive view of customers and their behaviors.

Predictive Modeling

Predict customer behavior and improve program efficiency using a variety of analytics including cloning, response, lifetime value, and other predictive models.

Data Analysis

Answer questions, challenge assumptions, identify trends / patterns and uncover other actionable intelligence within CRM data using customer segmentation, clustering and other analytic methods.

Reporting

Interpret the results of predictive analytics using data visualization, geo-spatial representations, and other advanced reporting methods.

Match-Back Analysis

Analyze marketing campaign data to identify responders, understand campaign results, and develop future campaign improvements.