



CELEBRATE YOUR CUSTOMERS

WITH BIRTHDAY DATA



Wish Your Customers a Happy Birthday & Boost Sales!

A gift, a special offer, or even a simple acknowledgment on someone's birthday is a powerful way to activate dormant customers and drive new customer acquisition, while building positive brand sentiment, loyalty, and advocacy.

Birthday Marketing Works!

Research shows that birthday marketing generates 5X the number of transactions as regular promotional offers. According to Experian, birthday emails have 481% higher conversion rates, 342% higher revenue per message, and 179% higher unique click rates.

Grant Birthday Wishes to Millions of Consumers

Speedeon provides access to valid birth dates for more than 162 million U.S. consumers. Once we receive your current customer or prospect file, Speedeon will append valid birth dates for all available contacts. With typical match rates approaching 56%, we should be able to reach a majority of your high-value customers or prospects with personal and meaningful multichannel communications at a time when they are likely to act.

Enhance Your Birthday Audience For Optimal Results

Once birth dates have been appended to your audience file, consider other data solutions and direct marketing services provided by Speedeon that enhance your audience data and optimize your marketing campaign results.



Customer Identity Appends: Reach consumers across more channels by adding missing postal and email addresses, phone numbers, and social, mobile and other digital identifiers.



Data Hygiene Services: Increase delivery rates, response rates, and cost savings with clean, accurate, and up-to-date customer data.



Lifestyle and Demographic Overlays: Segment your audience or fine-tune your messaging based on location, gender, income, lifestyle interests, and more than 1,000 possible attributes.

