

Marketing Solutions for Subscriptions

Reach Consumers When They Are In-Market For Subscription Products

Acquiring new customers is critical for subscription-based businesses—and taking a data-driven approach leads to a competitive advantage in the marketplace.

For more than 10 years, Speedeon has provided end-to-end, data-driven marketing solutions for subscription services to identify and engage the right consumers through impactful, omnichannel communications when they are in-market for their products and services.


Identify New Subscribers When They Are Ready to Buy

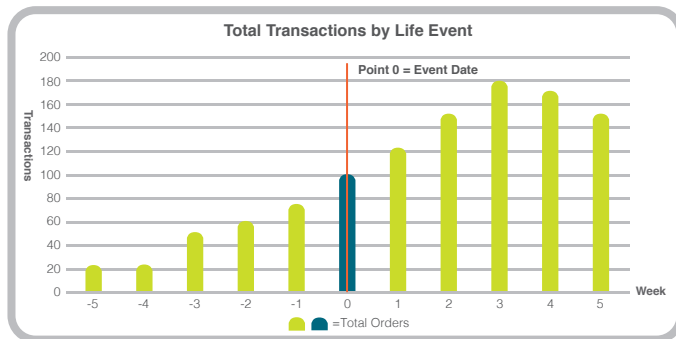



Target the most relevant, highest potential audiences based on gender, age, income, or more than 1,000 lifestyle attributes available within Speedeon's consumer prospect database, or more than 200 million individuals and 100 million households.


Reach consumers likely to be in-market for your subscription-based product or service during key life events – such as moving or preparing to move, expecting or having a baby, getting engaged or married, or beginning or graduating from college.


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

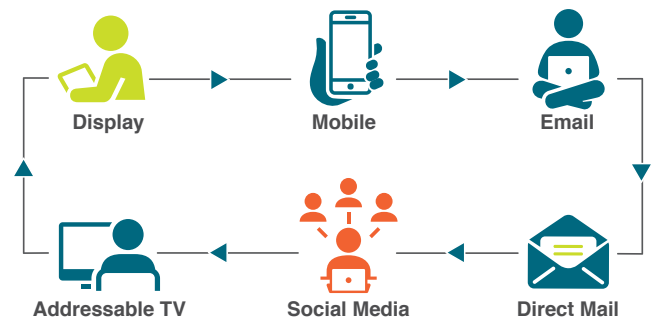
 **Cloning models** identify consumers who look and act like your best customers



Reach Targeted Consumers Through High-Impact, Omnichannel Communications

Omnichannel marketing allows brands to meet their customers in the moment of need, based on life or behavioral triggers. This provides customers with personalized messaging and enhanced brand experiences that lead to 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.



¹ McKinsey Digital