

LexisNexis® *Executives at Home*

Now you can cross-sell consumer products to your top business customers – at their home address.

Thanks to the vast amount of data and superior linking technology, offered by LexisNexis® Risk & Information Analytics Group, you can market to business owners and top executives at their home address.

With LexisNexis® *Executives at Home*, you can easily convert your current business customer files to consumer files allowing you two direct marketing opportunities. This builds new customer relationships that can endure through life and career changes.

Executives at Home is a great marketing source for many industries, such as consumer credit, investments, auto lending, catalogs, fundraising and more.

Get the complete picture of your business customer.

Executives at Home gives you access to tens of millions of business owners and top executives at publicly held companies. Imagine offering your business customers a consumer product or service just by leveraging the familiarity of your current business relationship.

See the reverse side for a special test offer!



Bill has been a **valuable bank customer** for 6 years. He has a loan and credit cards linked to his business.



Bill is also a family man, with a wife and two young daughters. His wife would like to remodel the kitchen, they need a new car and both daughters attend private school with college in their future. **Bill is a good prospect for a home equity loan, a car loan and investment product offers.**

Contact your LexisNexis® Direct Marketing Solutions Representative for more information:
Call: 1-800-347-9267 | Visit: www.lexisnexis.com/dm

The above names and photographs are shown for illustrative purposes only. Any similarity to real persons, alive or dead, is purely coincidental.

ROI: RETURN ON INFORMATION SOLUTIONS

Customer
Development

Authentication
& Screening

Fraud
Prevention

Collections
Management



LexisNexis®

LexisNexis® Executives at Home

Robust data and advanced linking technology provide more flexibility.



The power of this direct marketing tool is derived from our ability to link business customers with their consumer data, to reach these executives where they live. Additionally, you can use the depth and breadth of *Executives at Home* demographic data for reactivation, up selling and cross-selling opportunities. We invite you to experience what LexisNexis *Direct Marketing Solutions* can do for your marketing efforts.

SPECIAL OFFER: FREE ANALYSIS OF YOUR CURRENT BUSINESS RECORDS

Submit 10,000-50,000 business customer records for *Executives at Home* processing and receive a **comprehensive report** on the matched executives at home, showing counts of age and income by gender.

For complete terms and conditions, visit risk.lexisnexis.com.

Selects

Standard

- Active Phone Flag
- Age
- Best Title
- Business Decision Maker Flag (Y/N)
- Business Owner Flag (Y/N)
- Current Address
- Current Address Flag
- Current Phone Number
- Customer ID
- DMA Do Not Mail Flag (Y/N)
- Do Not Call Flag (Y/N)
- Name

Premium

- Dwelling Type
- Estimated Household Income
- Gender
- Homeowner/Renter
- Length of Residence
- Marital Status
- Number of Children
- Number of Children Age 0-2
- Number of Children Age 3-5
- Number of Children Age 6-10
- Number of Children Age 11-15
- Number of Children Age 16-17
- Number of Persons in the Household

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LexisNexis® Risk & Information Analytics Group

Drawing on the distinguished 30-year reputation of LexisNexis® products and services, LexisNexis Risk & Information Analytics Group solutions are a trusted source of actionable information that enables customers – including Fortune 500 companies – to minimize the risks associated with conducting business transactions with our partners, vendors, associates and clients.

LexisNexis Risk & Information Analytics Group builds upon this expertise. We help you generate profitable revenue streams by locating and qualifying customers through efficient marketing.