LexisNexis® Profile Booster

Increase marketing ROI by identifying the strongest prospects first
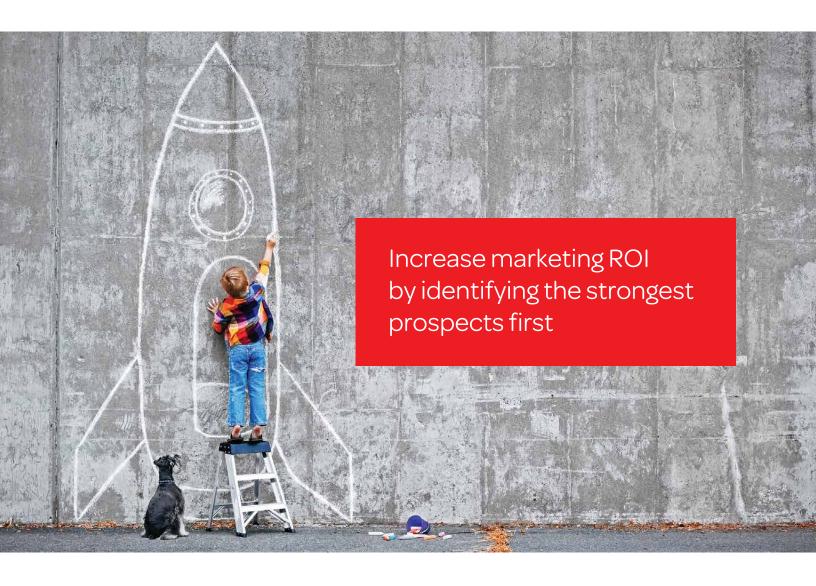
Winning the intense competition for the most valuable customers demands precise targeting based on intelligence-driven marketing strategies. At the same time, maximizing returns on marketing spend is an essential element of profitable expansion. LexisNexis® Profile Booster delivers the power of predictive analytics to help your business refine and improve marketing strategies to capture greater lift on conversions and higher returns on investment.

Pinpoint promising prospects with predictive insights

Profile Booster combines access to the industry's most robust sources of next generation alternative data with proven linking analytics to create a more extensive view of prospective customers that augments existing marketing data sources. Profile Booster delivers intuitive marketing attributes that help generate a more in-depth identity profile so your business can easily:

- Improve targeting accuracy
- Accelerate response rates
- Reduce the costs of customer acquisition
- Increase retention

LexisNexis®

Risk Solutions

Profile Booster leverages the power of LexisNexis® identity data coverage, depth and quality and LexisNexis® LexID® linking technology to build marketing attributes that deliver increased perspective into a prospect's household, relatives and associates demographics. These insights strengthen visibility into a prospect's current lifestyle to help your business create personalized, more relevant offers that better resonate and support higher conversion rates.

Boost marketing intelligence with better data

Profile Booster delivers aggregated consumer data perspective that goes beyond the bureaus and traditional sources. Strengthen your marketing strategies with consumer perspective developed from access to over 37 billion public and proprietary records, built from more than 10,000 data sources. Profile Booster also delivers coverage into thin- and no-file populations. Utilizing insights from Profile Booster enables your business to create customized messaging and identify the precise group of prospects to target. This can help increase the efficiency of marketing workflows, reduce marketing costs, improve campaign results and minimize churn rates.

Strengthen your marketing strategies with data from...

- Over 37 billion public and proprietary records
- Built from more than 10,000 data sources

LexisNexis Profile Booster can...

- Increase the efficiency of marketing workflows
- Reduce marketing costs
- Improve campaign results
- Minimize churn rates

Develop a deeper understanding of prospective customers to help refine and focus marketing spend without raising the stakes on risk exposure. Increase the return on your marketing investments while capturing more profitable customers with the power of predictive analytics delivered by Profile Booster.

For more information:
Call 866.858.7246 or visit lexisnexis.com/risk

About LexisNexis Risk Solutions
LexisNexis Risk Solutions (www.lexisnexis.com/risk) is a leader in providing essential information that helps customers across all industries and government predict, assess and manage risk. Combining cutting-edge technology, unique data and advanced scoring analytics, we provide products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of Reed Elsevier, a leading publisher and information provider that serves customers in more than 100 countries with more than 30,000 employees worldwide.

Our financial services solutions assist organizations with preventing financial crime, achieving regulatory compliance, mitigating business risk, improving operational efficiencies and enhancing profitability.

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