LexisNexis® RISK SOLUTIONS

Expand tailored targeting efforts by leveraging true social networks

Successful marketing results start with a concentrated and customized approach to targeting the most viable leads.
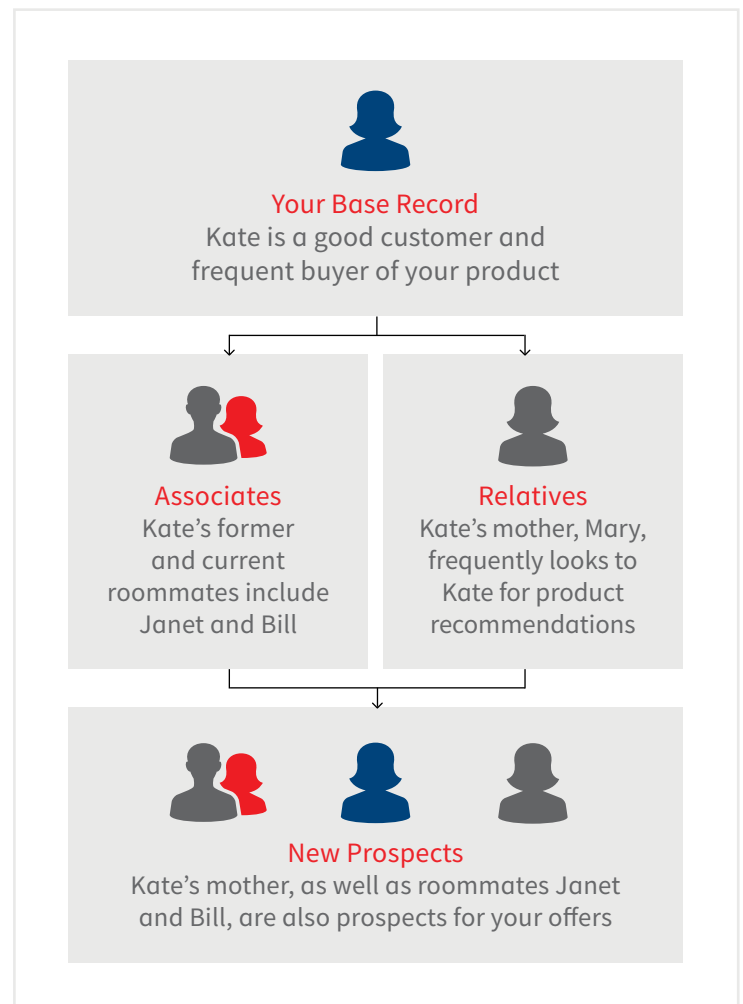
LexisNexis® Relatives and Associates for Marketing tool combines our **powerful proprietary linking technology and advanced analytics with over 109 billion records on over 260 million active consumers** to locate people who are similar to — even related to — your most profitable responders.

Extend the value of profitable relationships with proven consumer intelligence

109B records from thousands of sources

We can help expand your addressable market and increase returns on your marketing investment by identifying ideal targets for affinity marketing, including, alumni identification, credit union membership, non-profits, publishers, retailers, telecoms, the hospitality industry and many more.

Your Base Record
Kate is a good customer and frequent buyer of your product

Associates
Kate's former and current roommates include Janet and Bill

Relatives
Kate's mother, Mary, frequently looks to Kate for product recommendations

New Prospects
Kate's mother, as well as roommates Janet and Bill, are also prospects for your offers

Strengthen campaign results by identifying similar associates and relatives

30%–57%

more new customers are brought in through referrals by referred customers than by other customers[1]

88%

of global consumers trust recommendations from people they know more than any other channel[2]

77%
of Gen X

74%
of Gen Z/Millennial

consumers have purchased products or services based on recommendations from family members[3]

Connect to more precise consumer perspective

Relatives and Associates for Marketing is just one of many effective solutions available from LexisNexis® Risk Solutions. Like many other smart marketers, you can depend on our spectrum of solutions to:

- Gain insights into the demographics, needs, preferences and behaviors of customers and prospects
- Deploy highly effective data hygiene to update your files with quality information from a trusted brand
- Connect consumers to their businesses
- Use advanced information technology to link people with their relatives and associates
- Benefit from the efficiency of our advanced analytics to enhance your marketing initiatives
- Leverage the breadth and depth of 109 billion records

Contact your LexisNexis® Risk Solutions representative to learn more.

1.800.953.2877 | **risk.lexisnexis.com/products/relatives-and-associates**

LexisNexis®
RISK SOLUTIONS

About LexisNexis Risk Solutions

LexisNexis® Risk Solutions includes seven brands that span multiple industries and sectors. We harness the power of data, sophisticated analytics platforms and technology solutions to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit LexisNexis Risk Solutions and RELX.

1. Harvard Business Review, 2024. "Research: Customer Referrals are Contagious." https://hbr.org/2024/06/research-customer-referrals-are-contagious
2. Nielsen, 2021. "Nielsen 2021 Trust in Advertising Study." https://www.nielsen.com/insights/2021/beyond-martech-building-trust-with-consumers-and-engaging-where-sentiment-is-high/
3. Ipsos, 2022. "What The Future: Spending." https://www.ipsos.com/en-us/future/spending