

Cross-sell consumer products to your top business customers at their home address.



LexisNexis® *Executives at Home* converts current business customer files to consumer files providing you two direct marketing opportunities.

*Executives at Home* is a great marketing source for many industries, such as consumer credit, investments, auto lending, catalogs, fundraising and more. Our vast data assets and superior linking technology help you maintain customer relationships that can endure through life and career changes.

Access millions of business owners and top executives at publicly held companies at their business and at home to improve your reach.

Example:



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 daughters.

- Bill's wife wants to remodel the kitchen
- Bill's car is due for a trade-in and is actively looking for a new SUV
- 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.**

## Robust data and advanced linking technology provide more flexibility.

Use the depth and breadth of *Executives at Home* demographic data for reactivation, up selling and cross-selling opportunities and gain insight on your customers:

- Age
- Gender
- Business Titles
- Address
- Income
- Education
- Bankruptcies
- Professional Licenses
- Do Not Mail Flag
- Relatives and Associates Characteristics

Call 1.800.953.2877 or visit  
[risk.lexisnexis.com](http://risk.lexisnexis.com) for more information



### About LexisNexis Risk Solutions

LexisNexis Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX Group (LSE: REL/NYSE: RELX), a global provider of information and analytics for professional and business customers across industries. RELX is a FTSE 100 company and is based in London. For more information, please visit [www.risk.lexisnexis.com](http://www.risk.lexisnexis.com), and [www.relx.com](http://www.relx.com).