

## Increase marketing ROI by identifying your best prospects first

Pinpoint promising prospects with predictive insights



When asked to rank nine marketing priorities for 2021, financial marketers who were surveyed<sup>1</sup> put “customer acquisition” at the top of the list (73%). What ranked last? Insight-driven marketing (37%). That’s a missed opportunity, because consumer insights may be the edge a financial marketer needs to acquire and onboard new customers. Especially when every campaign dollar counts.

LexisNexis® Profile Booster delivers the power of predictive analytics to help your business refine and improve marketing strategies for better results. Profile Booster accesses the industry’s most robust sources of next-generation alternative data and enriches it with proven linking analytics to augment your traditional marketing data sources. The result?

### More well-rounded identity profiles that:



**improve** targeting accuracy



**increase** marketing ROI



**boost** response rates and



**decrease** customer acquisition costs

## Pinpoint people, not personas

Profile Booster draws from the power of LexisNexis® identity management: unmatched coverage and quality of consumer and business data, analyzed with LexID® linking technology. It all comes together to generate a clearer picture of a prospect. This is actual person-level data — not modeled, survey or summarized data. This means richer insight about the individual's household, occupation, education, economic trajectory, derogatory events and more.

## Relatives and associates too

Our exceptional linking capabilities connect more dots to more people and businesses. This includes relatives and associates data on 300 million consumers. Extend your prospecting to like-minded people who are part of a circle of influence.

## See beyond the traditional sources

Profile Booster delivers aggregated consumer data perspective that goes beyond traditional sources. Fine-tune your marketing strategies with dozens of attributes that help you better understand a prospect's:

- Current life stage and potential needs
- Economic stability
- Preferences including where they live, recreational assets
- Purchasing power
- Risk profile
- And more

Profile Booster also delivers coverage into thin-file and no-file populations — a sizable segment that remains largely ignored by marketers. Uncover potential targets that don't appear on credit reports but have solid financial footing. Increase your addressable market and promote financial inclusion.

### Strengthen your marketing strategies with data from

- **Over 84 billion records** comprised of alternative and unregulated data
- **A referential database** compiled over decades from more than 10,000 sources
- **Powerful linking technology** with over 99.99% accuracy
- **A library of 400+ model-ready data points**

## Get more personal

The reliable identity management afforded by Profile Booster makes it easier to customize messaging with offers that better resonate with your prospects. This can help increase the efficiency of marketing workflows, promote better conversion and mitigate churn.

1 Arizent Research, Financial Services Marketing 2021: Closing the Digital Marketing Gap, April 2021



**Learn more about Profile Booster before your next campaign.  
Call 866.858.7246 or visit [risk.lexisnexis.com/bestprospectfirst](https://risk.lexisnexis.com/bestprospectfirst)**

### 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 (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit [www.risk.lexisnexis.com](https://www.risk.lexisnexis.com), and [www.relx.com](https://www.relx.com).