

## Expand tailored targeting efforts by leveraging true social networks



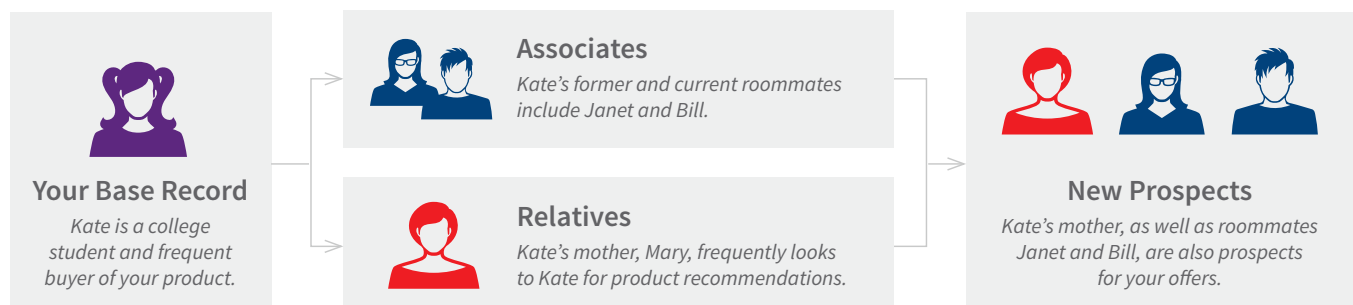
Successful marketing results start with a concentrated and customized approach to targeting the most viable leads. LexisNexis® Risk Solutions Relatives and Associates tool combines our **powerful proprietary linking technology and advanced analytics with 78 billion records on over 250 million active 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



**78B** records from  
**10,000** 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.



## Strengthen campaign results by identifying similar associates and relatives



A customer referred  
through an existing customer  
is worth nearly  
**35% more**<sup>1</sup>



**79%**  
of consumers say family and  
friends have a 'heavy influence'  
on buying decisions, much more  
than other influencers<sup>2</sup>



**72%**  
of consumers have made a  
purchase due to a referral  
or recommendation from a  
friend or family member<sup>3</sup>

## Connect to more precise consumer perspective

Relatives and Associates 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 78 billion records

For more information, call 1.800.953.2877 or visit [risk.lexisnexis.com/CustomerAcquisition](http://risk.lexisnexis.com/CustomerAcquisition)



### About LexisNexis® Risk Solutions

At LexisNexis Risk Solutions, we believe in the power of data and advanced analytics for better risk management. With over 40 years of expertise, we are the trusted data analytics provider for organizations seeking actionable insights to manage risks and improve results while upholding the highest standards for security and privacy. Headquartered in metro Atlanta USA, LexisNexis Risk Solutions serves customers in more than 100 countries and is part of RELX Group, a global provider of information and analytics for professional and business customers across industries. For more information, please visit [risk.lexisnexis.com](http://risk.lexisnexis.com).

1. Philipp Schmitt, Bernd Skiera and Christophe Van den Bulte, "Referral Programs and Customer Value" July, 2010.

2. Razorfish Social Influence Marketing Report

3. Rewardstream, "What Factors Influence Referral Marketing?" June, 2016.