



What are Audience Propensities??

Description: Audience Propensities are selects designed to predict consumer behavior, as well as product and brand affinities. They provide insight into a consumer's likelihood to respond, convert and remain loyal.

Background: Historically, companies used common selects, such as Gender, Age, Income, Home Value, etc. These types of selects are still used today. However, these selects alone may not completely describe the intended, target audience. For example, let say you are a non-profit campaigning for donations to help homeless folks get back onto their feet. Sure you may want to target persons with a minimum income level in an affluent neighborhood. But not everyone that fits the income and home value selects have a history of making donations to non-profits. This is where adding propensities like, "Has donated to a non-profit organization in the last 12 months" or "Has used credit card points to donate to a non-profit in the past 12 months" or "Has volunteered with a non-profit in the past 12 months" will become a value added selects. Propensities are an excellent tool to narrow down the target audience to your message, service or product is designed to target.

Compilation Process: They are a proprietary blend of demographic information, buying activity, media behavior, purchase intent, and attitudinal indicators. The Propensities data utilizes 49 different transactional and research partners, creating a very complex model that goes through a five-tier validation process, making it superior to any other prebuilt model on the market.

Access: Initially created for use by Fortune 500 companies, now they are available to small and mid-sized companies for marketing purposes. With over 4,000+ different Audience Propensities, there is one available for nearly every offer.

How Best to use Audience Propensities:

As a Standalone Product - Audience Propensities are created to consistently deliver a better response rate than other lists selects. With other Audience Propensities - Using more than one propensity can often yield even better results.

Real Results: Propensities have proven to increase the number of response up to 2.5x a standard demographic list.

To Enhance your Current Selects: Adding an Audience Propensity select can improve an already successful campaign. Test Against Your Control List -Take any past list criteria and test the results against using a propensity to determine the better ROI.

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Propensity Categories:

| | | |
|----------------|------------|---------------|
| Automotive | Insurance | Retail |
| Communications | Investment | Healthcare |
| Consumer Goods | Media | Technology |
| Credit Card | Nonprofit | Travel |
| Financial | Political | Entertainment |

How many propensities are available?

We have over **4000+ available propensity selects**. No matter your message, service or product, there is a very good chance there is a propensity for your business campaign.

What are some propensity examples?

| | |
|--------------------------|--|
| Price Sensitive | Engaged in Fund Raising |
| Health Enthusiasts | Has an Unhealthy Diet |
| Contributor to the Arts | Dines at Kids' Restaurants |
| Self-Directed Investor | Has Insurance through Medicare |
| Theater Goer | Has High Cholesterol |
| Had a Cosmetic Procedure | Fitness Warrior Likely to Buy a First House Soon |