

Propensity Data

Infuse your campaign with consumer behavioral insights including brand affinities, shopping intent, and media consumption

Create unlimited audience selection possibilities with data attributes that extend beyond traditional, static demographics. AccuData will guide the process, examining your campaign goals to determine where propensity data can be applied in the most impactful way.

Benefits



Benefit from predictive, statistically-sound analytics without absorbing the time or cost



Make valuable competitive offers to in-market prospect audiences based on their brand preferences



Apply behavioral intelligence to customer files to create highly relevant, personalized communications

Curated Behavioral Data Combined with Powerful Predictive Analytics

Propensity Data provides marketers with unique insights into consumer behaviors from a variety of sources not readily available through traditional direct marketing channels. These insights, that include industry-specific financial transactions, survey responses, syndicated data, and exclusive partner data, are combined with sophisticated predictive analytics to inform you on:

- Where your customers and prospects shop
- What they are likely to purchase and what motivates them to buy
- The brands they prefer
- How they like to communicate, the platforms they use, and the media they consume
- How they approach spending and saving
- Their level of technology adoption, devices they use, and so much more

Ideal for both prospecting and loyalty engagements, Propensity Data provides the consumer characteristics that allow you to create and deliver impactful, relevant offers.

Competitive Spend

Imagine the benefit of knowing where your desired audience is dining, shopping, and spending their valuable dollars. One of the most powerful aspects of our Propensity Data suite, Competitive Spend, utilizes robust multi-source transactional data from hundreds of companies across 60 industry-focused categories to identify these actionable audiences. With Competitive Spend, AccuData provides the valuable insight that allows you to focus your marketing efforts on the consumers with the highest potential: your competitor's loyal customers.



A Sampling of Propensity Data Attributes

In-Market

- Expecting a Grandchild
- Insurance Buyers and Plan Switchers
- Likely Career Changers
- New and Used Car Buyers
- New Construction and Resale Buyers
- Travel Planners

Attitudes & Behaviors

- Brand Loyalty Factors into Purchases
- Conservative, Low-Risk Investor
- Passionate About Food, Eats Organic
- Political Views and Current Events
- Prefers Online Banking
- Privacy Advocates

Spending Propensities

- Designer Brand Buyers and Cost Conscious Shoppers
- Discretionary Spend by Category
- Event and Experience Spenders
- Sporting Equipment Spend
- Travel and Entertainment Spend

Competitive Spend

- Eats at Outback and Carrabba's
- Flies American, Delta, and Southwest
- Stays at Hilton, Hyatt, and Marriot
- Shops at Kohl's and Ross
- Uses AT&T, Sprint, or Verizon
- Wears Gap, Old Navy, or J. Crew