



A RESELLER'S GUIDE TO

# In-Demand Audiences and How Best to Target Them

Today's modern audiences are influenced by a number of unique factors that fall well outside of traditional marketing tactics. Driven by a climate of social uncertainty and economic volatility, consumers are desperate for genuine and honest brand communications that recognize the individual.



## Creating Custom Audience Segments for Your Clients

Simply put, having the right offer wrapped in slick creative is not enough. To catch their attention, a brand's messaging must be informed by data and relevant enough to appear to meet the personal needs of its intended audience.

Rely on your AccuData team to guide the audience selection process. Following a detailed discovery and consultation that includes a review of your client's marketing goals, we leverage a deep understanding of our direct marketing datasets to create an exclusive, customized audience.

For your future reference, some of today's most in-demand audience segments are highlighted within this guide. Use these suggestions as conversation starters with your clients. And remember that in most cases, not only are these segments available for acquisition initiatives, they can be appended to loyalty lists as well. Please inquire about additional demographic, firmographic, and lifestyle variables that can be applied to further refine your client's audience.

*"More than anything, consumers are issuing a significant call to action for brands: stop being creative for creativity's sake and make engagements and experiences about ME."*

Critical Channels of Choice  
CMO Council™ and Pitney Bowes

### **In-Demand Consumer Audiences**

- Generational Cohorts
- Multigenerational Families
- Elders in the Household
- Expectant Parents/New Parents
- Young Children in the Household
- Individuals with Underlying Health Conditions
- Prescription and OTC-Medicine Purchasers
- Medical Supply Purchasers
- Occupational Data Including Hourly Workers
- Online Grocery Shoppers
- Meal Delivery App Users
- Cord Cutters/Binge Watchers

### **In-Demand Political Audiences**

- Registered Voters by Party
- Voter History
- Congressional Districts
- Politically Liberal
- Politically Conservative
- Political Donors
- Liberal Donors
- Conservative Donors
- Ethnicity and Religion
- Presence of a Veteran in the Household

### **In-Demand Essential Businesses**

- Grocery Stores
- Pharmacies
- Restaurants
- Small Businesses
- Women-Owned Businesses
- Owner Ethnicity
- Nonprofit Organizations

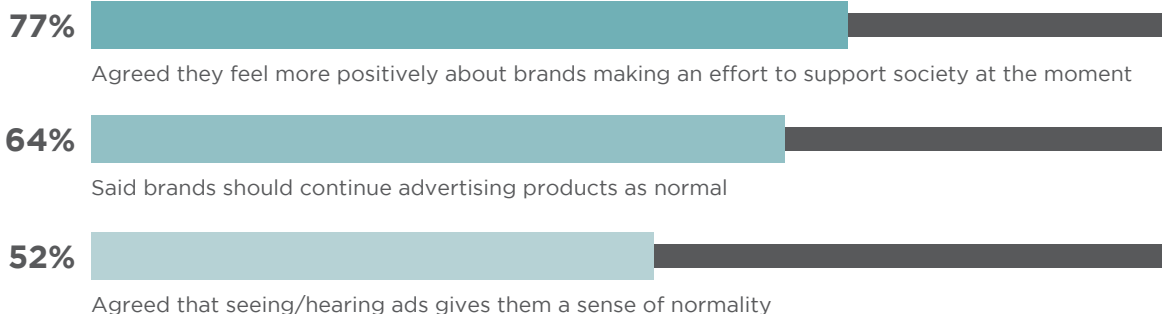
### **In-Demand Healthcare Professionals and Medical Offices**

- Urgent Care/Convenient Care Centers
- Hospitals and Medical Care Facilities
- Doctors by Specialty
- Nurses by License Type
- Respiratory Specialists
- Rehabilitation Facilities
- Medical Testing Facilities





To help brand marketers determine how best to communicate with their current and prospective clients, Twitter asked a panel of U.S. consumers how they felt about advertising in the midst of a pandemic:



Taking the conversation further, Twitter uncovered that consumers felt certain types of messaging would be more beneficial or useful than others:



## Today's Generational Cohorts

With good reason, many industry experts vacillate on the benefit of utilizing broad generational cohorts as stand-alone marketing segments. Doing so would typically be considered counterintuitive to the highly personalized, highly relevant approach to messaging modern consumers crave. However, layering the intelligence of generational cohorts on top of well-targeted prospect and loyalty lists can inform creative direction, messaging points, technology adaptation, and channel preference.

Use this added intelligence to discuss creative versioning and variable print with your clients. To proceed, when placing your prospect list order, simply request that dates of birth be output on the data file. *(Please note that additional costs may be incurred.)* Filters can be applied to the data file and generational cohorts labeled. Date-of-birth appends are also available for addition to client loyalty files.

### The Silent Generation

Born 1928 – 1945

Ages 75 – 92 as of 2020

- Expect communications to be respectful and even formal in nature
- Appreciate the value of handwritten messages
- Prefer phone calls and face-to-face communications over digital channels
- Prefer limiting digital communications to email

### Millennials

Born 1981 – 1996

Ages 24 – 39 as of 2020

- Embrace all aspects of digital communication; easily switch between channels and devices
- Prefer instant forms of written communication
- Expect brands to communicate by email
- Ranked social media as their top influence channel

### Baby Boomers

Born 1946 – 1964

Ages 56 – 74 as of 2020

- Begin their buying journeys in-store at a significantly greater rate than online
- Prioritize price and product selection over other aspects of brand preference
- Prefer limiting digital communications to email
- Site the web as their leading channel of influence

### Generation Z

Born after 1997

Age 23 and younger as of 2020

- Fluid in juggling multiple screens and adept at interacting across social channels
- More trusting of digital communications than the previous generations
- Rank email first among brand marketing channel preferences and social first for influencing purchases
- Prefers social/web/video for the discovery of new information

### Generation X

Born 1965 – 1980

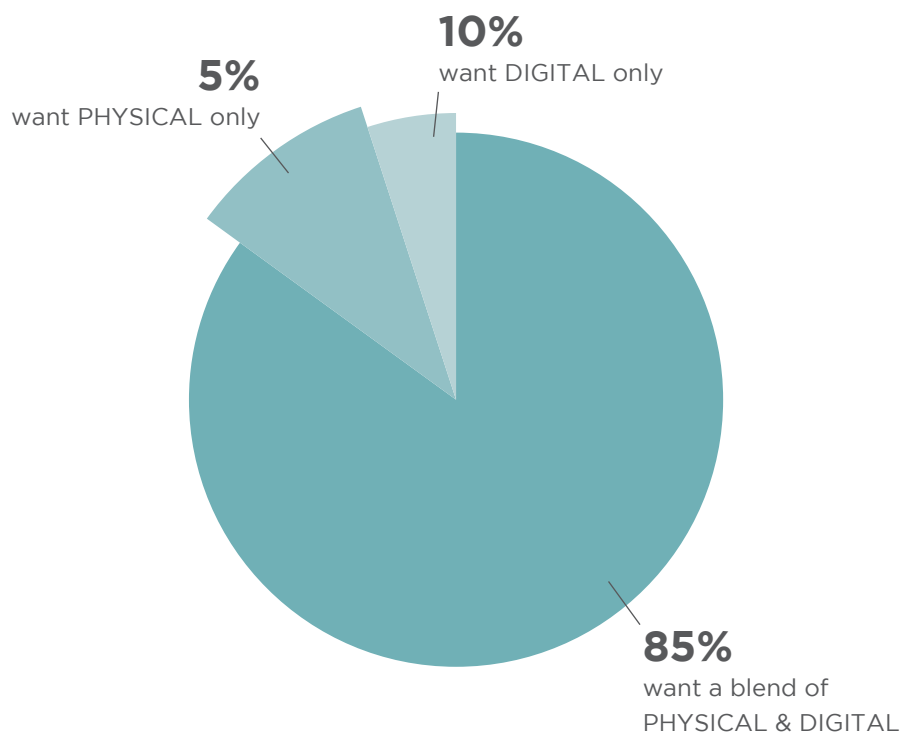
Ages 40 – 55 as of 2020

- Value a brand's acknowledgement of who they are and the relationship they share
- Expect brands to communicate by email
- Enjoy browsing online or occasionally engaging in a phone call
- Site the web as their preferred channel for new information and influence; turn to social channels for new products and services





## Targeting Your Client's Desired Audiences



*"Perhaps the most telling of this openness for omnichannel is that printed mail, considered by some to be one of the more traditional channels in today's marketing mix, continues to be a highly valued channel of choice. **One out of every three consumers surveyed expects printed mail to be part of their ideal communications mix.**"*

Critical Channels of Choice  
CMO Council™ and Pitney Bowes

In a recent report, "Critical Channels of Choice: Meeting the Customer Expectation for Omnichannel Relationships," by CMO Council™ in partnership with Pitney Bowes, 85% of consumers surveyed stated they wanted a blend of physical and digital experiences. This should be received as refreshing news by print- and mail-focused data resellers who are constantly bombarded with "transition to digital" messages from partners, providers, and the broader industry alike.

At AccuData, we believe that digital channels should be used in combination with direct mail — as a complement to, not in replacement of. And with the postal data we provide, you have the essential key to engage in digital marketing on behalf of your clients. These are just some of the digital marketing services available to you through your AccuData partnership.



### **Acquisition Email**

Reach a new B2C or B2B audience that has been exclusively targeted for your client's campaign using the highest-quality, opt-in, verified email addresses.



### **Email Appends**

Use the names and addresses on your client's loyalty database to identify opt-in, verified email addresses for those customers.



### **Loyalty Email Deployments**

Utilize AccuData's expert email marketing team to deliver your client's valuable message into the hands of their current customers.



### **IP Targeting**

Deliver engaging display banners to current and prospective customers by matching postal addresses to our IP address database.



### **Location-Based Targeting**

Take advantage of geofencing technologies to hyper-target your client's audience where they are: at home, at work, on the go, at events, or even at competing locations.



### **OTT/Connected TV Advertising**

Show your client's video message to unique behavioral audience segments over a collection of the nation's largest streaming platforms and services.



### **Social Media Advertising**

Engage current and prospective customers where they spend the most time online: on Facebook and Instagram.



### **Web Visitor Intel**

Turn your client's website into a lead generation tool that produces in-market prospects for their sales and marketing efforts.

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Our experts take the burden of managing digital initiatives out of your hands with our end-to-end approach to campaign management. No matter the need, postal or digital, we are here for you every step of the way. Lean on our team for expert guidance, prompt service, and helpful resources.







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