Identify Consumers

DIRECTARGET®

Enrich Your Customer File to Bring Your Multicultural Customers Into Focus

Enhance your customer file to sell smarter. Claritas DirecTarget® delivers the database enrichment needed to perform market segmentation and analysis leading to more effective customer relationship management (CRM) and direct marketing programs.

DirecTarget® Advantage

The size and growth of multicultural markets warrant the urgent attention of U.S. marketers. Relying on antiquated genealogical techniques for identifying individuals by ethnicity, race or country of origin can be the weakest link in your promotion or campaign. But, there is a way you can enjoy the unique advantage of precision and measurability. Using Claritas' DirecTarget, a sophisticated technique with a fresh NameBase model, supplemented by geodemographic and household identification techniques, you can substantially improve your analysis accuracy and segmentation capabilities for smarter targeting, planning and buying insights.

Your customer data is your best asset to finding new customers that will grow your business. By enhancing your own customer file with rich data about your customers' language preference, acculturation, lifestyles, ethnicity, income and more, you can identify your best opportunities and develop marketing strategies to target prospects that are most likely to be your next, best customer.

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Claritas' DirecTarget is simply the most robust and accurate method of attributing cultural attributes to a database—this process can lead to a wide variety of powerful marketing and CRM applications."

-FRED DESCHER, DIRECTOR OF PERFORMANCE MARKETING, FARMERS INSURANCE GROUP

To learn more about how Claritas can help you succeed in today's marketing world, contact us at 800.234.5973 or visit www.claritas.com

KEY BENEFITS

Unique Multicultural Database Enrichment via CultureCodes®

- Ethnicity
- Race
- Country of Origin
- Acculturation
- Language Usage
- Religion
- Socioeconomic Status
- Lifestyle
- Lifestage
- And much more

Flexible Implementation Options

- Install behind firewall in your enterprise data warehouse
- Available in our SaaS platforms
- Offline database enrichment service

claritas

identify
deliver
optimize