







## Maximize Digital Reach

### Triple Your Custom Audience Onboarding Match Rates

#### Reach more of your target audience online with Digital Reach Maximizer for Facebook, Google Ads, LinkedIn or Programmatic DSPs

Now you can take full advantage of low cost digital and social media advertising to more of your target audience. If you just upload name and address (or even include an email address), your audience onboarding match rates are likely to be low. But by appending additional

information your match rates can increase substantially. For example, our internal testing shows the following changes Before (name & address) vs. After (name, address, multiple phones and emails) using Digital Reach Maximizer:

		Before	After
	Facebook Ads	16%	51%
	Google Ads	18%	54%
	LinkedIn Ads	25%	52%
	Programmatic Ads	23%	56%

\* based on internal tests where "before" data is name and address.

Upload your customer or prospect names and addresses and we will append up to 5 additional emails and phone numbers, then provide you output data optimized for to maximize onboarding match rates for Facebook, Google and other platforms.

#### Data Services for Reach

- Email (& Phone) Append
- Reverse Email (& Phone) Append
- Name Append to address-only records
- Workers at Home (append home address)
- Append Address from Name and Nearby ZIP Code™
- Locate Owners of Rental Properties

#### Data Appends for Insight

- Demographic Package (60+ elements)
- Interests & Behaviors Package: (200+ elements)
- Plus and Premium Packages: (50+/200+ elements)
- Consumer Insight Models (300+ models)
- Cognitive / In Market Models (250+ models)
- Segmentation Systems & Consumer ID's

For more information go to [https://www.inboundinsight.com/maximize\\_digital\\_reach](https://www.inboundinsight.com/maximize_digital_reach)