



## In-Market Trigger Leads

**Q: Who is your best prospect? A: Someone in-market now!**

How do you learn about someone's intent? Sure, you can track people visiting your own website but what about the 99% of prospects who don't go to your website?

In-Market/Trigger leads are from recent online behavior of actual people across the Web. Using innovative techniques and a broad network of partner sites with known content, we are able to translate user activity into intent to buy or interest in specific products and services. You get fresh, targeted postal and email leads for your prospecting campaigns.

**What types of products and services are available?**  
Anything you need! See some examples to the right.  
Plus, we can create custom categories just for you!

**How is the data collected?** Our partners identify - based on their existing relationship - people browsing on their websites. The content of the web pages determines the user's product or service intent.

**What is In-Market/Trigger Lead reach?** Data is collected from 30 billion monthly U.S. page visits from 1.5 billion devices across one million page URLs.

**Is the data Privacy-compliant?** Yes. We go to great lengths to ensure that all privacy regulations are met. All emails are CAN-SPAM compliant and all data is encrypted to the point where we deliver your leads.

**How fresh is the data?** Very. You can pull data based on past week or even past couple of days with an option to receive an ongoing daily feed via FTP.

### In-Market / Trigger Examples

Category	Product/Service
Automobile	New Car (Brand/Model)
Automobile	Parts & Accessories
Charitable Giving	Political / Religious, etc.
Consumer Electronics	By Retailer or Brand
Consumer Products	Jewelry / Apparel
Financial Services	Home Refi / Mortgages
Financial Services	Annuities / Mutual Funds
Health	Back or Joint Pain
Health	Hearing Aids
Home Products	Furniture / Mattresses
Home Products	Solar Panels / Roofs
Home Services	Home Remodeling
Insurance	Health, Life or P&C
Insurance	Individual Medicare Plans

**Unlike other services, you get the name, postal and email address (with an option for social media). You can also filter on demographics.**

### 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

**We work with companies across all industries and welcome new reseller partners!**