

# Consumer *IntelliBase*<sup>TM</sup>

Enhance your data... Enhance your marketing

*The demographic composition of your customers impact their needs and choices. Develop customer insights into their activities, hobbies and interests for media selection, messaging customization, and tailored merchandising strategies.*

## Consumer *IntelliBase*<sup>TM</sup>: *the Most Direct Way to Customer Insights*

With Consumer *IntelliBase*<sup>TM</sup> you can enhance your entire customer database with Silhouettes<sub>3D</sub><sup>TM</sup> Segments, demographics, lifestyles, and interests – reaching far beyond your transactional relationships.

Our robust in-house database, combined with our expertise in analytic methodologies, enable marketers to target the most responsive and profitable prospects.

*With everything you wanted to know about 120 million US households, we give you the building blocks for customized marketing*

## *One Source for All Your Marketing Needs*

### Data Enhancement

- When you're looking to enhance your current database, Consumer *IntelliBase*<sup>TM</sup> is the answer. Containing over 120 million US households and over 200 million individuals. Consumer *IntelliBase*<sup>TM</sup> is the source for demographics and data enhancement.

### List Services

- Our expert analysis of your customer base will pinpoint your target audience. The result is the right list for your prospecting needs.
- For a real-time, self-serve, right at your fingertips customer acquisition list, try our quick and easy list selection tool, **IntelliList Audience Selector** at [www.audienceintellilist.com](http://www.audienceintellilist.com)

### Analytic Services

- When your needs are more complex, Cogensia delivers customized list selections combined with our statistical modeling services. Going beyond industry standard modeling, we include trade-area analysis, competitive environment, and opportunity identification to enhance your marketing efforts.

