

## Increase marketing ROI by targeting your best prospects first



Optimize marketing campaigns,  
reduce costs and increase response  
rates with detailed insights.

With marketing budgets limited and competition growing rapidly, it's never been more essential to identify your best prospects more accurately. A successful marketing campaign begins with a thorough view of targets to support communications that are pertinent and persuasive. Without such insight into a prospect, attracting and retaining customers becomes infinitely more challenging.

LexisNexis® Profile Booster delivers model ready attributes for improved predictive capabilities to help you refine and improve marketing strategies for better outcomes. Profile Booster leverages industry-leading sources of next-generation alternative data and enriches it with our proven linking analytics to augment your traditional marketing data sources.

Deterministic insights from Profile Booster help empower you to build more well-rounded consumer and commercial profiles, enabling them to:

- *Improve targeting accuracy*
- *Increase marketing ROI*
- *Boost response rates*
- *Reduce customer acquisition costs*

### Leverage industry-leading insights

LexisNexis Profile Booster provides access to high-quality consumer and business data, analyzed by our proprietary LexID® linking technology to deliver a clearer picture of a prospect. This is actual person-level data — not modeled, surveyed or summarized data.

Refine your prospect list with richer insight about an individual's:

- *Household*
- *Occupation*
- *Education*
- *Economic trajectory*
- *Derogatory events*

**With Profile Booster, you can pinpoint promising prospects by augmenting your existing data. Leverage deep prospect insights that fit your objectives, marketing plan and workflow.**



Enrich business and customer marketing data



Append attributes to your existing prospect lists or databases



Drive better business outcomes with the power of precision targeting

## Reach both consumer and business prospects

Profile Booster rounds out your view of a prospect no matter your use case. Our exceptional linking capabilities can provide granular views of individuals and businesses and connect more dots for a clearer view of personal or business relationships.

### Gain deeper consumer insights

Reach new prospects by marketing to real people  
— not personas.

- *Deep referential database covering individual, household and relationship data*
- *Powerful linking technology with over 99.99% accuracy*
- *Library of 400+ model-ready data points*

### Enrich business insights

Gain granular business entity insights to better connect with small to medium sized businesses.

- *Highly relevant public and proprietary records, including many non-traditional elements*
- *A more comprehensive view of new and small businesses that may otherwise be overlooked*
- *130+ model-ready attributes for deeper insights into the business, industry and number of key executives*

Strengthen your marketing strategies with predictive views of prospect value.



Refine segmentation and targeting with clearer views of a prospect



Optimize marketing spend by improving efficiency and reducing waste



Create customized messaging with offers that resonate with prospects

Learn more about Profile Booster before your next campaign.

Call 866.858.7246 or visit [risk.lexisnexis.com/products/profile-booster](https://risk.lexisnexis.com/products/profile-booster)



### About LexisNexis Risk Solutions

LexisNexis® Risk Solutions includes seven brands that span multiple industries and sectors. We harness the power of data, sophisticated analytics platforms and technology solutions to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit [LexisNexis Risk Solutions](#) and [RELX](#).

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