



Audience Grok™

Your Personal Marketing Audience Consultant

Audience Grok™ is your personal marketing audience consultant. Audience Grok is a service that solves your need for advanced B2C campaign audience targeting options by expertly analyzing proprietary consumer databases to recommend the best strategies to maximize your brand's marketing campaign results.

The Problem: While U.S. direct marketers have access to rich identity graphs that collectively contain more than 10,000 audience filters for creating successful campaigns:

- No single data compiler has access to all the data filters.
- The proprietary databases are not easily searchable.
- There is too much information for most marketers to easily make sense of it all.

The Solution: Audience Grok leverages deep marketing expertise and access to the contents of leading proprietary consumer databases to provide you with tailored audience targeting recommendations for your brand.

The proprietary consumer data analyzed includes contact information (e.g., names, addresses, and emails) of all U.S. adults plus the targeting filters needed to achieve high-performing marketing campaigns, including:

- Data elements (individual and household traits, interests, property characteristics)
- In-market indicators (people recently browsing thousands of content websites)
- Propensity models (thousands of pre-made predictive models)
- Segmentation systems (dividing households into from a few to >100 clusters)

How it Works: You just answer a few questions about your product or service, your marketing campaign goals, and the targeting options you've tried in the past. Our experts use your input to evaluate thousands of options from available consumer data sources. We then provide you with a prioritized list of suggested audience filters from the consumer databases, plus advanced targeting strategies and suggestions for which options to test. You can then use these recommendations to obtain one or more audience lists for your direct marketing outreach.

Grok is a term created by Robert Heinlein in his 1961 novel "Stranger in a Strange Land" and means to convey a profound understanding of something. Audience Grok is a trademark of Inbound Insight, LLC.