



# SERVICES OVERVIEW & CAPABILITIES



Built on Data.  
Focused on Results.

TRUSTED BY: LEADING COMPANIES



## Our Story

Founded in 2008 by Industry Pioneers, Datasy's is a leading data, analytics and digital media solutions provider with several proprietary data sets, multiple marketing channels and a robust marketing cloud.

## Our Data

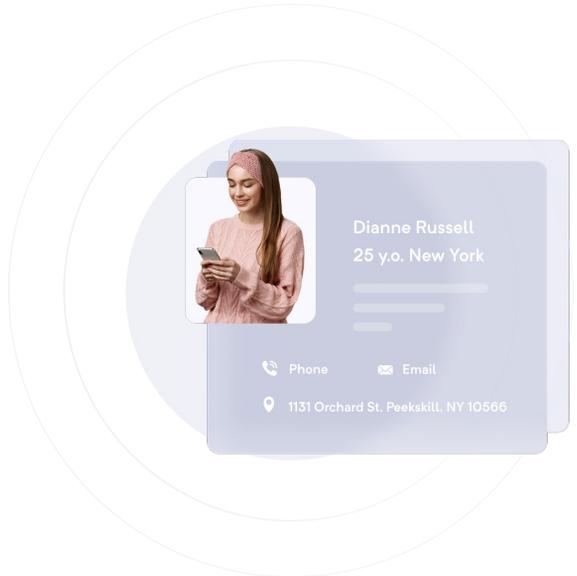
Datasy's is your premier source for U.S. business and consumers data. Our databases consist of over 350 million profiles and billions of device IDs. Leverage our data to support your critical business needs.

## Our Approach

Datasy's believes in an omnichannel approach. We empower our clients' efforts to acquire new customers and engage with current customers effectively through a consistent experience across multiple online and offline channels.

**WHY CHOOSE US?**

Datasy's suite of ad tech solutions and proprietary marketing clouds help clients better predict and drive consumer intent across the most important social media, mobile, search, and digital channels.



## Our Solutions

-  Email Plus
-  Searched
-  Digital Video & Display
-  Social
-  Many More

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## Additional Revenue System

As a Datasy's partner, you can now add email and digital campaigns to your service offerings, or greatly increase the size of existing campaigns. We own our data and tech meaning we can offer wholesale pricing that allows you to sell at a 200% plus markup

## Easy to Sell Solutions

Datasy's email and digital solutions are a natural extension to your current in-house media and allows you to curate a similar audience meeting your client's target market, deliver the same content on a much larger scale.

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## About Datasy's

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## Industry Expertise & Specialty Data

-  CPG
-  Financial
-  Auto
-  Political
-  Retail
-  Multicultural
-  Telco

## COMPLETE GO TO MARKET SUPPORT

Our specialists will assist with in person & remote strategic planning and messaging, platform training and marketing collateral development. Behind the scenes, we will closely be monitoring performance tracking and optimization. You can get started with confidence, knowing that you have a dedicated team supporting you every step of the way. Together, we'll create a winning strategy and drive your success in the market.

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American Airlines



MetLife



Microsoft





# New AI Driven Search Originated Marketing

## 4 Easy Steps

- 1) Set Your Goals
- 2) Define Audience
- 3) Set Your Budget
- 4) Create Ads & Launch



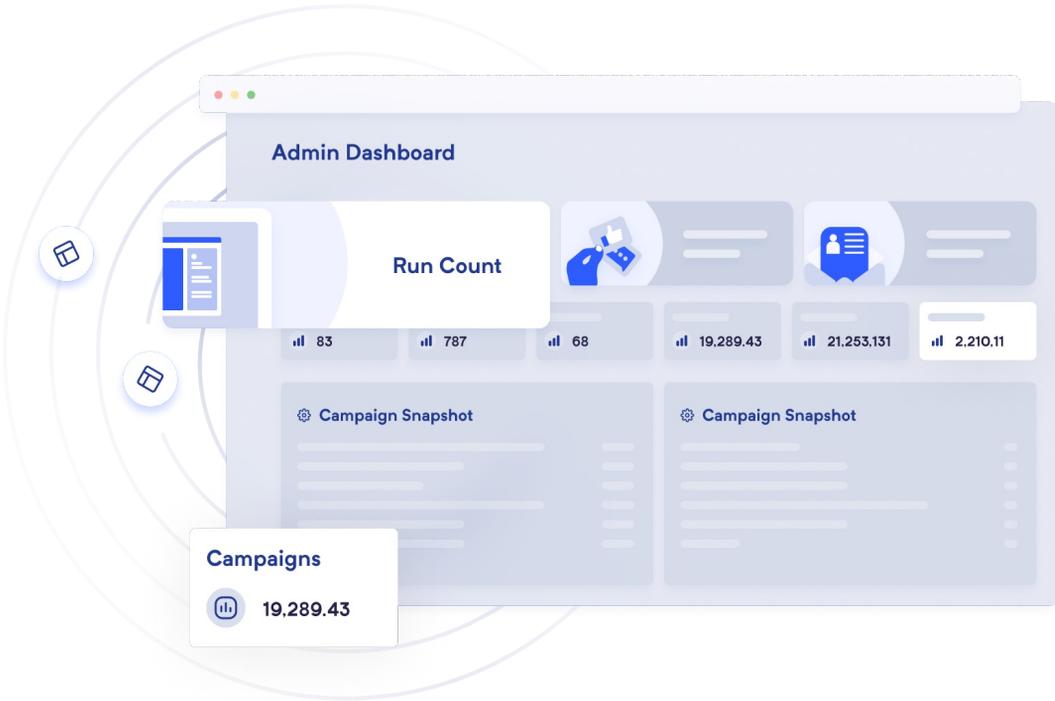
Captures buyer intent data at scale from a myriad of online sources



Prospects are identified by keyword association to individuals actively searching out your company's products and services



Market across multiple platforms and channels throughout the sales journey



## Audience Creation

Audience creation is where we excel. Build highly-targeted, custom audiences from Datasy's expansive data sets to reach new prospects.

We optimize your campaign based on how your customer engages, and their areas of interest. We market your ads to your perfect audience at the right time, through the right channel to deliver optimal results. Prospects will have a seamless experience on their desktop or mobile device powered by our vetted email lists and a variety of digital channels and platforms.

-  **350MM+ B2C & B2B Profiles**
-  **500+ Demographic & Psychographic Attributes**
-  **A/B Creative Asset Testing**
-  **Test & Launch a Campaign in 24hrs**
-  **Online Tracking Available**



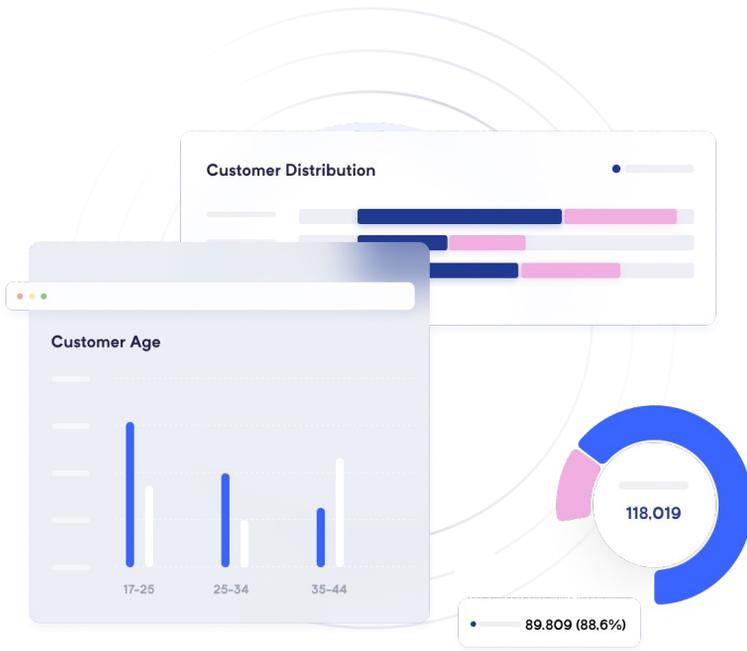
Our consumer database is at the heart of many of the platforms and solutions we offer and meets all CanSPAM, GDPR and CCPA regulations.



## Profile Complete

Update your audience list with the critical datapoints designed for personalized communication, targeted multichannel campaigns, leading to higher customer engagement and conversion rates.

Profile Complete allows you to unlock the full potential of your audience data. By enriching existing information, it provides a complete view of an individual or household, enabling personalized communication and tailored marketing campaigns. Connect with specific audience segments and deliver relevant messages that resonate with their unique needs and preferences. Identify potential gaps in marketing strategies and expand your reach by reaching prospects through alternative channels, maximizing your chances of engagement and conversion.



Identify Missing Contact Information & Touchpoints



Enhance your list with demographic & psychographic attributes



Hygiene your list to ensure maximum deliverability



Remove unwanted or potentially unresponsive profiles



Align your analytics and business strategies. We build or enhance existing data models and create analytic roadmaps to support client strategies that deliver rich and actionable results.



## Conquest Plus

Market your ads to your perfect audience at the right time, through the right channel to deliver optimal results. Prospects will have a seamless experience on their desktop or mobile device powered by our email lists and a variety of digital channels and platforms.

## Location Plus

Add a new wrinkle to your conquest or defector campaigns. Build a custom real time or historical audience by creating a precise geo fence around competitors or synergistic locations. Overlay demographic and psychographic attributes and deliver highly targeted and engaging digital ads.

## Data Plus

Our databases consist of over 350 million profiles and billions of device IDs and is at the heart of many of the platforms and solutions we offer. Build highly-targeted, custom audiences from expansive data sets to connect with and reach new prospects.

## Searched.com

Search Originated Marketing (SOM) utilizing real-time keyword intelligence to identify the exact users actively searching for your products and services. We capture buyer intent data at scale and using a proprietary algorithm, we launch omnichannel campaigns throughout the sales journey

## DATASY'S AUTOMOTIVE FILE

Our dynamic and unique automotive file is an extension of our consumer database. When we combine current vehicle ownership, lease data, owner transfers, AI enhanced modeling, analytics from historical data and in market online activity, we can consistently target ideal audience segments.

### Sample Sources



Auto Registrations & Insurance



State & County Public Records



Major Car Clubs



Repair & Maintenance



Extended Auto Warranties





Datasy's

Location Marketing ))))

## Omni Channel Marketing

Datasy's provides a seamless and integrated enhanced experience on their desktop or mobile device powered by our vetted email lists and a variety of digital channels and platforms.

## AI Driven Analytics

Predict consumer intent and engagement across all channels. Create actionable insights by combining our identity, intent, social media, behavior and response signals



## Billions of Records

Leverage over 350MM profiles and billions of device IDs to support your critical business needs. Data files include Consumer, B2B, Automotive, Multicultural, Political & MAIDS



700MM+ Unique Devices (12 Month)



400MM+ Monthly Active Users (MAU)



Linkage back to 180MM+ Consumers Profiles

## DRIVEN BY DATA, ROOTED IN HUMAN BEHAVIOR

Yes, we can identify visitors within 75 meters of a precise location but that's not enough! Who is that visitor? Is it a new potential customer? Is it a defector that you need to reengage with? What demographic and psychographic attributes define them?

Datasy's leverages industry leading Artificial Intelligence (AI) and the power of precision localized signal data, combined with our proprietary database consumer identities to create highly effective multichannel campaigns.

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American Airlines

HONDA  
The Power of Dreams



MetLife

Sara Lee

BARCLAYS



Microsoft

CHRYSLER



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## Meeting Details

**Partner:** Targeted Victory

**Time:** 8:30am CST

**Date:** 05/24/2023

**Location:** Virtual Meeting

**Attendees:** Sean Senters (Managing Director)  
Michael Richmond (Co-Founder, Datasy's)

## Meeting Details

### Overview

Targeted Victory & Datasy's met to discuss ways in which Datasy's could add value to Targeted Victory's data driven marketing campaigns as well as potentially leverage Searched.com for its clients.

### Key Takeaways & Action Items

Datasy's can enhance Targeted Victory's in-house file to better serve its clients

- Data hygiene
- Identify emails where no emails currently exist
- Identify additional / secondary emails
- Overlay demographic & psychographic attributes

Datasy's can provide new data for Targeted Victory to use for its clients

- Modeling/Profiling to create lookalike audiences. Once a model has been created and Targeted Victory's data is suppressed, a Net New audience will be made available (email, postal).

Searched.com

- Targeted Victory can leverage Searched.com (self serve or as a managed service) to generate lower cost per click traffic to provide a competitive advantage to its clients.
- Sean has prior positive experience in using alternate solutions to Google Ad Words

## Next Steps

Follow up meeting TBD for the w/o May 29th