# Delivering Tomorrow's **Best Customers Today**



## **Behaviorally Modeled Audience Platform**

Pinnacle's foundation is multichannel buying data from hundreds of B2B marketers, aggregated at contact & site level to create value metrics then overlaid with business demographics. Advanced analytics target large, high performance multichannel audiences tailored to each marketer's offer.



Rely on our experts to help you select and optimize your behaviorally targeted audience by channel, and then you set the timing and cadence for your multi-touch approach.

Best Prospects at Best Sites

Site Level Transactions

**>>** Contact Level Transactions

Order Level Transactions

#### **Multichannel Integration:**



Select Audiences Based on Behavioral Modeling



Warm Up Postal with Email Engagement



Execute Postal Campaigns



Continued Message thru Post Mail Drop Email



Special Promotions thru Display





**Direct** 



**Email** 



**Digital** 

### **Pinnacle Key Metrics:**

- Sourced from 250+ B2B Mailers' Transactions
- 10+ Million 24 Month Business Product Buyers
- 5 Million Business Sites
- 100s Job Titles and Functions
- 75 Product Categories
- Postal / Phone / Email / Display

#### **How Can Pinnacle Help?**

- Cold Site Acquisition
- Warm Site Retention
- Contact-Site Reactivation
- Cross-Title Pollination
- Business Intelligence
- New Product Launches

#### **The Benefits**

- Free Customer File Business Intelligence
- Look Alike Modeling
- Targets Most Productive Contacts
- Improved Prospecting Performance
- Increase Customer Retention
- Lower Up-Front Acquisition Cost

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