

Identify Consumers

# ConneXions<sup>®</sup>

Know more about technology behaviors to market more precisely



Designed for the technology and telecommunications industry, ConneXions helps you know more about the technology behaviors of today's connected consumers and predict adoption rates for all major tech categories including smart tech.

Whether you're a communications service provider, consumer durables manufacturer or other company focused on technology adoption, ConneXions is an invaluable tool to predict adoption rates for all major technology categories based on video, voice, and data service purchasing preferences, including smart technologies. Understand your existing customers to zero-in on finding new ones. ConneXions' 53 easy-to-understand audiences can be used to target across channels, to buy lists, plan and select media buys, target emails and more. Meet better prospects and market more precisely with ConneXions.

## INDUSTRY-LEADING SYNDICATED AUDIENCES



### Know More About Existing Customers

Use ConneXions to understand your customers' technology behaviors. See who is likely to be an early adopter, switch carriers frequently, or use smart technologies in their home. Know how they consume media and on what device. Predict what products or services they'll need now and in the future.



### Significantly Improve ROI

Executing multichannel campaigns with our ConneXions segments have averaged 4-6X greater ROI for marketers. Claritas can handle the campaign execution for you, or you can find our segments across all major industry platforms and channels.



### Identify gaps in the market

ConneXions gives you the power to understand your customers and your competitor's customers to identify unmet needs. Device and carrier preference data can be used to uncover new opportunities for switching providers or adopting new smart technologies.

### Unique data insights include:

- Tech Behaviors - including device type, provider and usage for TV, Internet, Phone and smart technology
- Technology Adoption
- Media Behaviors
- Lifestyle Behaviors
- Demographics, Income, Home Ownership and much more



## THE CLARITAS ADVANTAGE

### Over 2,300 Pre-Built Audiences

From purchase behaviors and online and offline media interactions, to financial information and technology adoption, our Syndicated Audiences provide targeted audiences based on your needs.

### Pinpoint Customers When They're Ready to Buy

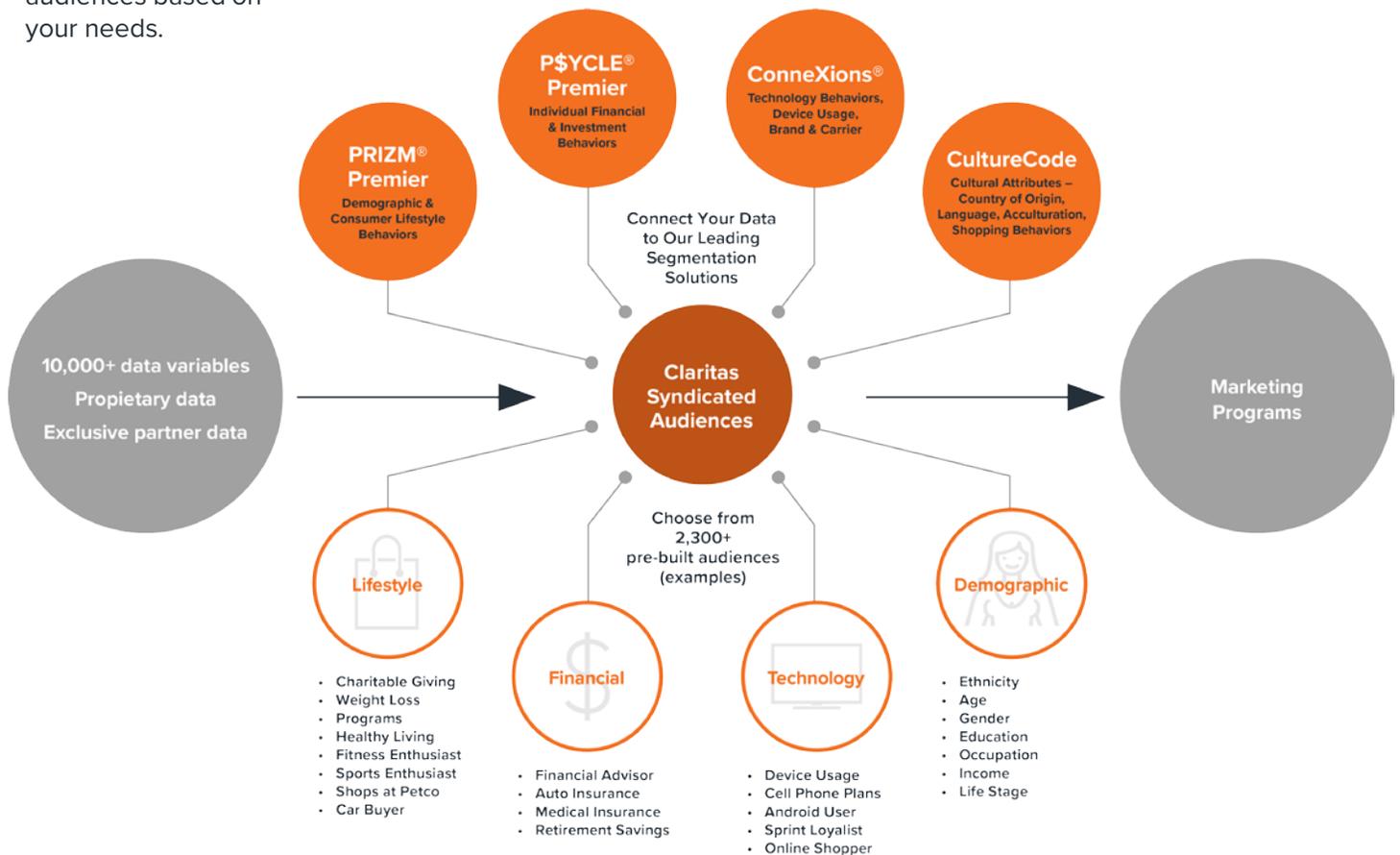
Up-to-date insights on purchasing behaviors across a variety of industries help marketers reach the right audiences when they're in the buying mindset.

### Find More and Better Prospects

With access to 120MM+ households, 10K lifestyle behaviors and 8K demographic variables, you'll be able to find more prospects who are looking for what you're selling.

### Connect Across Devices & Channels

The Claritas Identity Graph can link pre-built audiences to their devices and the channels they use, giving you the most precise profile for marketing campaigns.



To learn more about how Claritas can help you succeed in today's marketing world, contact us at 800.234.5973 or visit [www.claritas.com](http://www.claritas.com)

### ABOUT CLARITAS

For nearly 50 years, Claritas' unparalleled knowledge of American consumers has yielded the most adopted segmentation in the industry, helping marketers identify their best customers. Claritas now offers a suite of solutions that give marketers the ability to identify their ideal audiences, deliver multichannel marketing engagements with precision, and leverage measurement tools to optimize their media spend across channels and thus drive better marketing ROI. With an accuracy-first foundation, the robust Claritas Graph serves as the engine that drives these powerful solutions, reaching 120 million households and over 900 million devices.

