Optimize your prospect and customer marketing investment.

LexisNexis® DirectLink<sup>SM</sup>

The comprehensive prospect and customer marketing solution
LexisNexis® DirectLinkSM is a turnkey solution that integrates data, database management, creative, fulfillment, telemarketing and analytics. It’s proven to increase your return on investment when acquiring, retaining and growing profitable customers for you as well as your agent and regional sales force.

With LexisNexis DirectLink there is no need to spend time constructing the multiple components of your own field marketing programs. LexisNexis® develops, manages and seamlessly integrates all components of prospecting and customer contact campaigns into a complete system customized to achieve your marketing and business objectives.

**Corporate control with local decision-making**
LexisNexis DirectLink gives you the ability to control all aspects of campaigns so you can maximize the return on your marketing dollars. You can provide targeted marketing options directly to the field, thereby empowering the sales force to contact customers and obtain qualified leads under their own initiative. At the same time, you maintain corporate control over branding, key message strategies and legal compliance.

Or, DirectLink can be managed at the corporate level in order to meet specific new customer, retention and cross-sell goals. For example, you can setup campaigns where all the decisions about whom to contact—and when—are managed centrally, while the sales force simply follows up on the responses.

**User-friendly solution**
With LexisNexis DirectLink, members of your sales force will have access to an easy-to-use tool to launch their marketing campaigns. They’ll be able to place prospect orders and enroll in retention programs through a simple web interface. Choosing mailing packages and campaigns is simple, and the system includes online help, toll-free customer support and ordering by credit card, co-op cards or other corporately funded options.

**Robust segmentation capabilities**
LexisNexis DirectLink supports a wide variety of options for segmentation. From individual customer and prospect data attribute selections to predictive models, DirectLink can incorporate a myriad of options for targeting the right customer or prospect with the right offer at the right time. This gives you the power to optimize responses and conversion—and increase your return on investment—in a much more cost-effective way than developing individual field-level programs.

Custom data selection is available to allow your sales force to fine-tune its criteria by selecting specific values from available data attributes to match the target audience. And, DirectLink supports applying scores from product-specific models developed by LexisNexis as well as custom models developed specifically for your products.

Numerous options for excluding groups of customers and prospects are also available within DirectLink. You can establish general exclusion criteria to identify prospects or customers to be excluded from all programs, or you can identify specific groups for select programs, including customers or prospects targeted in previous campaigns.
Complete fulfillment capabilities
LexisNexis DirectLink integrates mail, email and/or telemarketing communication packages. Programs may include postcards, self-mailers and letter packages personalized with the agent’s contact information.

Your program may be setup to allow your sales force to select a single marketing communication (mail or teleservices) or a pre-packaged series of communications. Digital printing and the ability for agents to customize their communications adds even greater flexibility. Our system is only limited by the number of marketing communication options you decide to include.

Once an agent places a prospect order, or enrolls in a cross-sell or retention campaign, we handle the rest: printing, postage, mailing—even response processing.

A better solution for generating leads
Data wealth
LexisNexis DirectLink gives you access to LexisNexis® Market Magnifier, our family of databases covering more than 200 million consumers, containing some of the freshest, cleanest and most reliable data in the country. LexisNexis Market Magnifier delivers demographic data, lifestyle data, credit data, property and auto insurance projected renewal dates, and other insurance and financial attributes, as well as hotlist files, including new homeowners and new movers. This gives your sales force an edge over the competition in finding the most qualified leads the quickest.

LexisNexis DirectLink can also provide access to custom or affinity prospect databases you may have available. And, it allows you to provide your agents the ability to upload their own files to include in direct mail programs.

Flexible ordering options
LexisNexis DirectLink lets you setup just one campaign, or several different campaigns and options for various segments within your agent and sales force.

This includes providing different options for ordering personalized campaigns, such as:

- **Immediate list**: A data-only list order.
- **Real time**: A one-time order.

Methods of selecting names include a custom geographic build, manually entered ZIP codes, centralized ZIP code selects and custom geographic selects.

- **Recurring**: A pre-established prospect or customer campaign order by the agent that is re-executed automatically, ensuring an ongoing stream of leads.
- **Enrollment**: An ongoing, annual program for prospecting and customer retention with cross-sell marketing defined by corporate marketing.
- **Corporate**: An order placed by corporate marketing or regional sales for a group of agents.

DirectLink automatically provides a 60-90 day lockout period on prospect orders so those consumers won’t be contacted by any of your other agents during that time. What’s more, agents can also suppress prospects from previous orders against their current campaign and even upload their own list of customers or prospects to use in suppression.

Response and lead management
LexisNexis DirectLink can include response processing so you can more effectively track and manage mail-back responses to prospecting campaigns. We can collect responses, convert to PDF format, and display online in LexisNexis DirectLink or send via email within 24 hours.

We can also provide access to a lead management system where all leads are uploaded for ongoing agent follow-up and management reporting.
Retaining and growing customer relationships, made easy

Maximizing customer data
Using your customer database, LexisNexis will develop customer contact campaigns designed to improve retention and maximize upsell and cross-sell opportunities for your sales force.

Working with your marketing team, we define segments within your customer file that provide targeted opportunities for relationship and business-building campaigns. All with the intent of meeting your ROI objectives for customer growth and retention.

We keep your data in a highly secure environment, and update it periodically based on activity to keep it fresh.

Enroll-and-forget campaigns
LexisNexis DirectLink gives you the power to put together complete retention programs integrating customer segments, lifestyle triggers, mailing packages and strategic timing. Your agents can then participate in these turnkey programs through an easy enrollment process.

Through the online interface, they'll be able to choose the campaigns that best support their sales goals without having to spend time planning and managing their program. You can determine ahead of time the options available to the sales force, such as different packages, pricing tiers and discounts for different groups of agents.

Comprehensive reporting
LexisNexis DirectLink allows you to easily determine your return on investment with comprehensive reports that monitor program usage and agent productivity, and track customer response and conversion.

For more information
Call 800.458.9197 or email insurance.sales@lexisnexis.com

About LexisNexis® Risk Solutions
LexisNexis Risk Solutions (www.lexisnexis.com/risk) is a leader in providing essential information that helps customers across all industries and government predict, assess and manage risk. Combining cutting-edge technology, unique data and advanced scoring analytics, we provide products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of Reed Elsevier, a leading publisher and information provider that serves customers in more than 100 countries with more than 30,000 employees worldwide.

Our insurance solutions assist insurers with automating and improving the performance of critical workflow processes to reduce expenses, improve service and position customers for growth.

The DirectLink services are not provided by “consumer reporting agencies,” as that term is defined in the Fair Credit Reporting Act (15 U.S.C. § 1681, et seq.) (“FCRA”) and do not constitute “consumer reports,” as that term is defined in the FCRA. Accordingly, the DirectLink service may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another purpose in connection with which a consumer report may be used under the FCRA. Due to the nature of the origin of public record information, the public records and commercially available data sources used in reports may contain errors. Source data is sometimes reported or entered inaccurately, processed poorly or incorrectly, and is generally not free from defect. This product or service aggregates and reports data, as provided by the public records and commercially available data sources, and is not the source of the data, nor is it a comprehensive compilation of the data. Before relying on any data, it should be independently verified. LexisNexis and the Knowledge Burst logo are registered trademarks of Reed Elsevier Properties Inc., used under license. DirectLink and Market Magnifier are service marks of LexisNexis Risk Solutions Inc. Other products and services may be trademarks or registered trademarks of their respective companies. Copyright © 2015 LexisNexis. All rights reserved. NXR01401-2 0915.